

We chew up ... spit out

... knock down

... bring on

... and

send in  
the

JAWS  
II

THE  
HULK

GIMMICK  
XMAS GIFTS

NEW-IMPROVED  
PRODUCTS

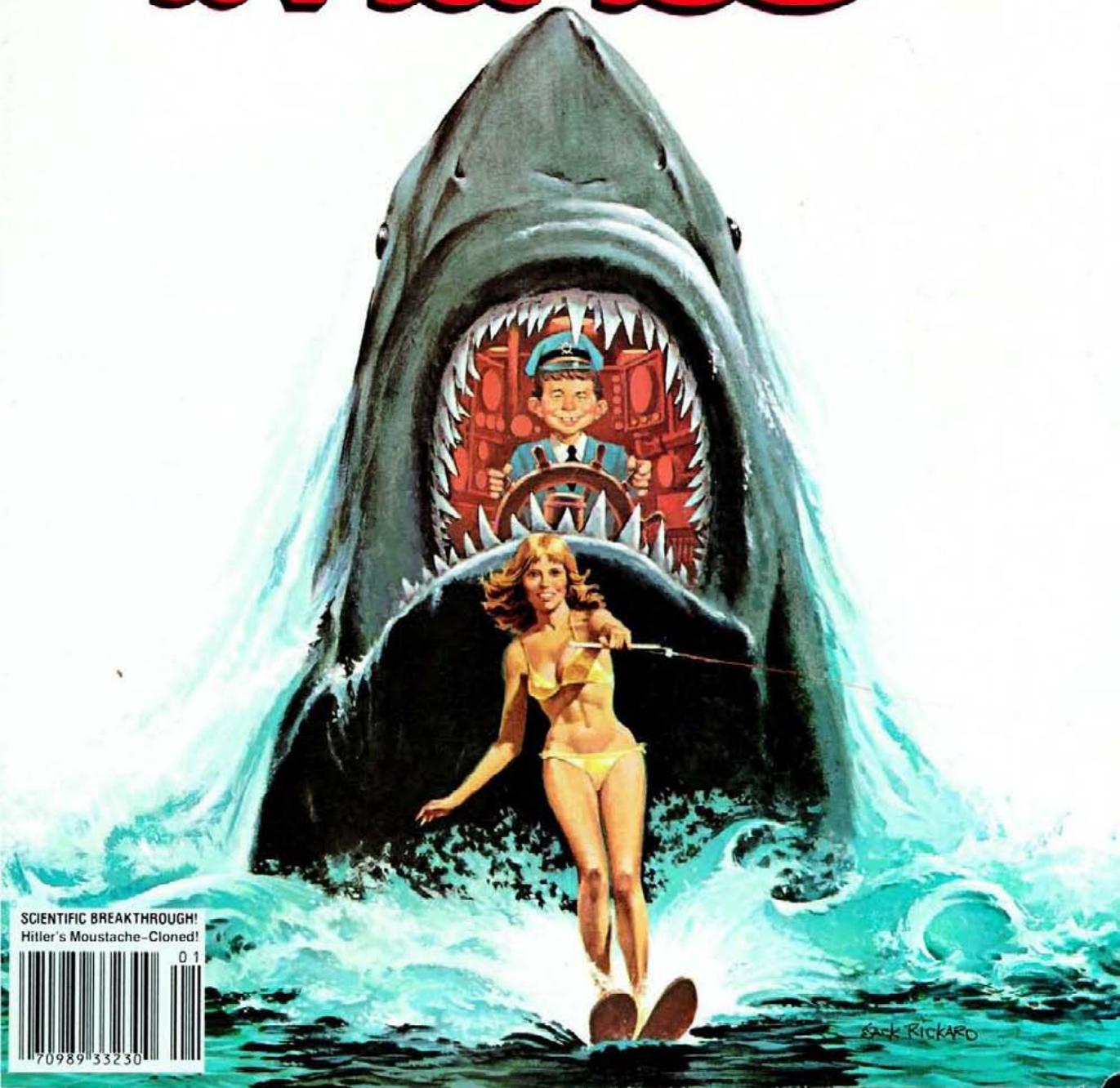
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# MAD

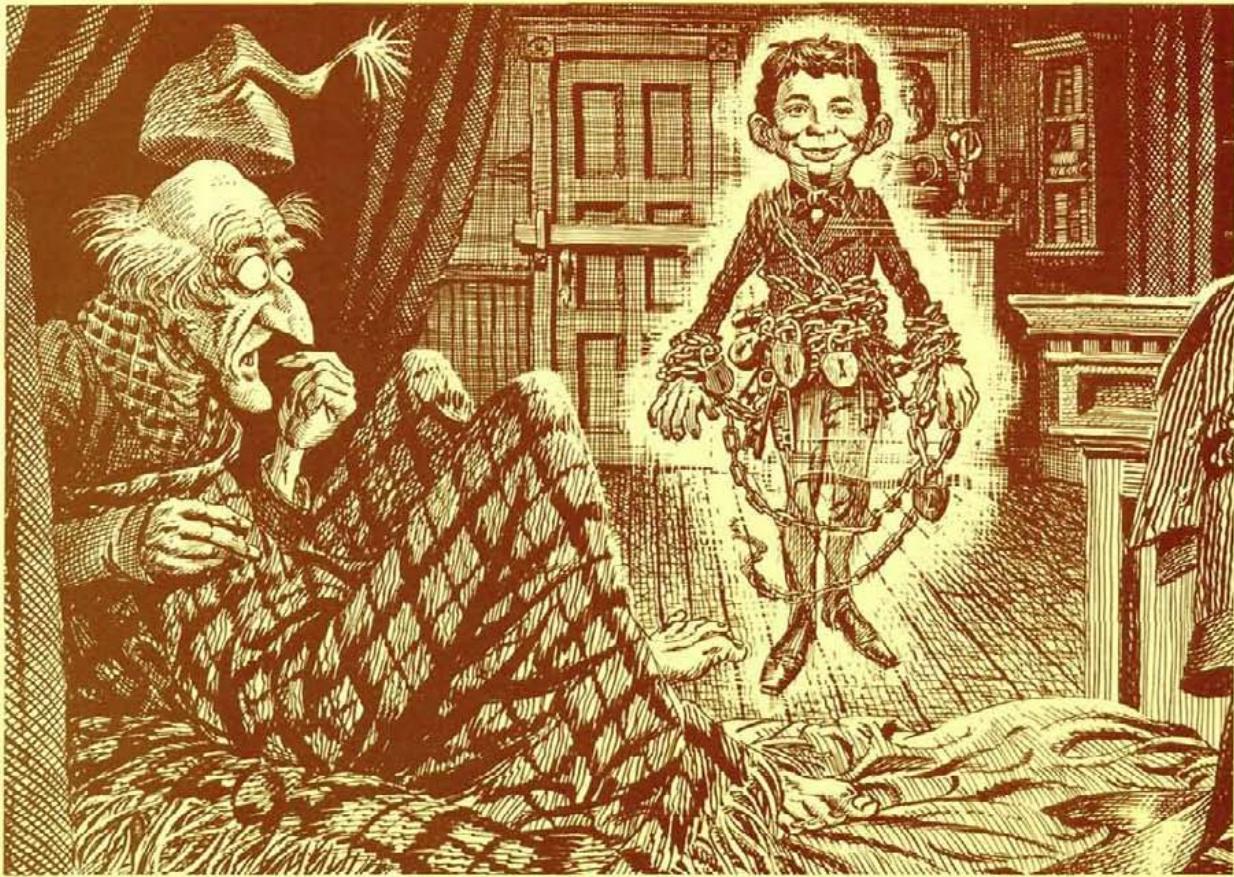


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SACK RICKARD

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# MAD

"Experience is something you never have until just after you need it!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*  
 JERRY De FUCCIO, NICK MEGLIN *associate editors*  
 JACK ALBERT *lawsuits*  
 GLORIA ORLANDO, CELIA MORELLI,  
 DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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"THE  
INCREDIBLE  
BULK"  
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## LETTERS DEPT.



### COMA-TOAST

Considering how many Medical Profession people there are in the world, your "Coma-Toast" took a lot of guts!

Natalie C. Atkins, AIC  
Medical Service Specialist  
Lowry AFB  
Denver, Colorado

Larry Siegel's cutting satire of "Coma" was a real organ-grinder!

Mike Gaeta  
Ridgewood, N.J.

"Coma-Toast" by Siegel and Drucker gets my suit for malpractice, mainly because they left me in stitches.

Rene Enriquez  
Bellflower, Calif.

### RECYCLING YOUR THROW-AWAYS

I found Al Jaffee's—Paul Peter Porges's "Recycling Your Throw-Aways" absolutely mind-boggling. Being I'm Jewish, I immediately went in and cut up my sister's old training bras, making many assorted yamulkas. I always wanted a yamulka with a chin strap.

Stephen Coderrestein  
Holmdel, N.J.

### THE LIGHTER SIDE OF OVER-REACTION

I really thought Dave Berg's "Lighter Side Of Over-Reacting" was great, super and well done. On second thought, it wasn't that good.

Pete Hingeber  
Rock Falls, Ill.

### LUST BOAT

"Lust Boat" gave me that sinking feeling!

Allan Coen  
Burnaby, B.C.  
Canada

### "UNCLE" FOR CAMP COUNSELORS

Stan Hart really zapped the plundering predators that made me cry "Uncle", many a summer. How I envied those underprivileged urchins, back in the hot city, at Camp Open Hydrant; immune to bugle muster and bunk-making!

Jim Randleman  
Elverta, Calif.

### JUST WHAT THE DOCTOR ORDERED

What can you say about someone who has been reading MAD since 1960, who got a college degree while reading it, who graduated from medical school while reading it, and who has been a well-respected practicing doctor while reading it the last five years? Physician, heal thyself!

W. O. Ameen, Jr., M.D.  
Greenwood, South Carolina

### JAFFE THE PARKING PROPHET

Well, congratulations for finally stepping your rag out of the fun and games racks and into the science and architecture racks. Park Mobile, Inc. is helping Atlantic City solve the Casino parking problems by building "Ferris Wheel" parking devices. Sound familiar? Try page 34 of your July, 1976 edition (#184). Their innovation was designed by Al Jaffee! Else, Jaffee is moonlighting as a pipefitter.

Deidre E. Parks  
Cranford, N.J.



Jaffee's Parking Prototype



Park Mobile's Device

### ALFRED E. NEUMAN, NUDENIK

Jack Rickard's cover was very em-bare-assing and I'm sure no reader will offer a re-butt-al.

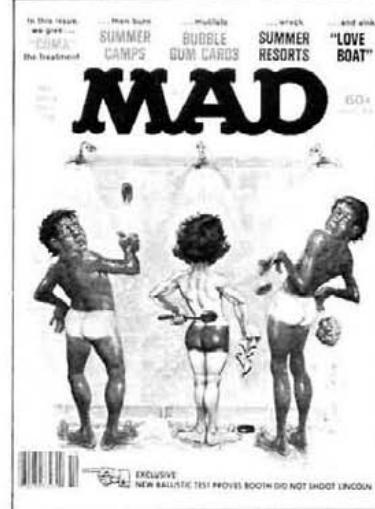
Ted Wheatley  
Sault Ste. Marie,  
Ont., Canada

Way back in MAD #130, Oct. 1969, you ran an article, illustrated by Jack Rickard, entitled "If This Nudity Trend In Movies Ever Spreads To The Comics". On the last page of this article you pictured an "inevitable" nude MAD cover (see enclosure). Well, your infamous MAD ESP came through again, with Rickard's shower-room nudity cover on #202. Aside from this delayed postscript to your whimsical premise in #130, I guess this shows that MAD articles hold water!

Robert J. Johnson  
Colorado Springs, Col.



MAD Foresight About "Hind" Sight



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MAINLY, GIVE ANY OR ALL NINETY-NINE

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AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT ALONG WITH THEM BLAMING:

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<input type="checkbox"/> Son of MAD	<input type="checkbox"/> The Recycled MAD	<input type="checkbox"/> DON MARTIN Steps Further Out	<input type="checkbox"/> AL JAFFEE MAD Inventions
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<input type="checkbox"/> Like MAD	<input type="checkbox"/> The Rip-Off MAD	<input type="checkbox"/> DAVE BERG Looks at the U.S.A.	<input type="checkbox"/> Aragonés's MAD About MAD
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<input type="checkbox"/> The Dirty Old MAD	<input type="checkbox"/> DON MARTIN Comes On Strong	<input type="checkbox"/> AL JAFFEE's Monstrosities	

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On orders outside the U.S.A. be sure to add 10% extra. Allow at least six weeks for delivery.



J  
A

Look . . . !  
It's the  
"OKRA"  
... the  
boat that  
helped to  
destroy  
one of  
"Great  
Whites"!

I've got  
news for  
you, Buddy!  
In a couple  
of seconds,  
**TWO Great  
Whites** are  
going to be  
destroyed!  
Mainly US!!

Remember the movie about  
a giant shark that took  
place on a quiet vacation  
island, and the Chief of  
Police couldn't get any  
of the Town Officials to  
believe that such a huge  
savage creature really  
existed until a lot of  
people were "JAW'D" . . . ?

Well, this is the opening scene of a  
brand new movie about an **identical**  
shark, that takes place on the same  
vacation island, and the Chief of  
Police still can't get any of the  
Town Officials to believe that such  
a savage creature really exists! So  
get ready! Because that huge shadow  
moving toward us means that we, and  
a lot of other people, are gonna be . . .



I'd like to thank the  
Band for their music  
... but I do think the  
Choir could have re-  
frained from singing  
". . . the shark has  
pointy teeth, dear,  
and he shows them,  
pearly white . . ."!

Now, "Miss Amnesty" will cut  
the ribbon officially opening  
this modern hotel that features  
everything a hotel on the ocean  
could possibly need . . . Dining  
Room, Lounges, Bar, Laundromat,  
Swana, Gymnasium, Restaurant,  
Hospital, Intensive Care Unit,  
Blood Bank, Shark Bite Center . . .

Whew! I  
just got  
here! I'm  
Sorry that  
I'm late  
. . . but  
I had to  
change my  
clothes!

Boy, I sure wish  
you'd changed  
your expression!  
  
If I'd done that,  
I'd've been a **DAY**  
late instead of  
an hour late! Did  
I miss anything??

The Amnesty Band  
played, the Amnesty  
Choir sang, "Miss  
Amnesty" cut the  
ribbon, and Mayor  
Fawn made a speech!

Yeah, but did  
I **MISS** anything?



# W'D, TOO

**Hey, Chief!**  
There's a big cruiser drifting in the channel! Do you want me to go out there and bring it in?

Yeah! You're the Marine Cop around here! I don't know anything at all about this nautical stuff . . . !

Okay! Cast off the bow-line! Now cast off the line that's NOT the bow-line! Now cast off the line that's NEITHER of the other two lines!

I envy you! You really know your Seamanship!!

There's that new girl on the island! Why don't you ask her to go sailing?

Ahhhhh! She's got boobs as big as sparrows!

Why do you always say things like that? You have no respect for feelings!!

I didn't know sparrows had feelings!!

Myke, your Dad's Chief of Police around here, isn't he? Does he believe in Capital Punishment?

You bet! Why do you think he makes us come to this island every Summer?



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

I just don't know what it is! I came to this vacation island to escape the hassles of the city . . . but even out here in the ocean, I still have this strange feeling I'm being followed!

Terry . . . ?  
Terry . . . ?  
Boy, that girl is such a show-off!

First she skis on two skis . . . then on one ski . . . and now she's off someplace skiing on half a ski! And without a tow boat!!

Good Lord!! Look at the size of that fish!! And me without a rod and reel . . . !

I know what I'll do! I'll cook it right here!!



Oh, dear! When it comes to cooking, I just don't seem to make it at all!

I start out trying to broil shark steaks, and I end up making "Person Flame" — mainly ME!!



I saw the whole thing! There were these two people . . . skiing! They were having a marvelous time! Then . . . suddenly, there was this huge explosion! And all at once, I was having a marvelous time!!

You were having a marvelous time?



Myke, I think I finally found a Summer job for you! We'll check on it tomorrow . . . !

I can't tomorrow Dad! I'm going sailing!

Hey! You went sailing yesterday, and you went sailing today! It's not going to hurt you to miss one day of sailing!!

What kind of job is it, Dad?

It's a job working on a sailboat!  
—LANCE MURRAY  
Come on! I hate sailing!

YIPE!!  
The old "sudden corpse" effect again, eh?

Hmm!! This body is burned to a crisp!

When are vacationers to this island gonna learn?? You gotta go out into the sun GRADUALLY!! Otherwise, you're gonna get a real bad burn!



Dr. Elkhorn, I called you here as soon as the kids found this whale corpse! It's obviously been attacked by a huge shark!

Chief Broody . . . I am a member of the Scientific Community! To us, nothing is obvious! We deal only in facts! After examining the wounds, all I can say with any authority is . . . this whale was attacked by SOME BIG MOTHER!!



What would bring a huge shark like that into shore?

They like rhythm! Anything with a systematic beat! They're attracted to drumming . . . solid vibrations!

In that case, why call them "Great Whites"? "GREAT BLACKS" seems to fit better!!

Doctor Elkhorn, do sharks ever communicate? I mean . . . if one shark is killed, could another shark want to take revenge??

Sharks don't take things personally! However, as far as taking revenge is concerned, if I were you, I'd be very careful to avoid anyone who paid good money to see this disappointing sequel!!!



Gentlemen, we may have another shark problem! We've got several people missing, and we found a whale that's been attacked by something really huge!

You're not gonna start that "Great White Shark" scare around here again, Chief Broody!

It's no scare! What about the body with the SHARK'S TEETH that I found on the beach???

C'mon! Lots of people wear shark's teeth for good luck!

Embedded in their RIBS!!

... and this is the Town Beach! As you can see, the sand is as white as sugar ... except for the spots where it's red as blood ... but we're covering those over!

What's that man doing up in that tower?

He's-er—he's looking for—er—icebergs!

ICEBERGS?? Here?! In the middle of the Summer???

Remember what happened to the Titanic? Who expected ICEBERGS?? Chief Broody is taking no chances!!



I can't believe it! I've been fired! You know, honey, this is the first time in my life that I've ever been fired from a job!

**Big deal!**  
It's the first job you've ever had in your life!!!

... And what really upsets me the most is that no one believes there's another shark out there!!

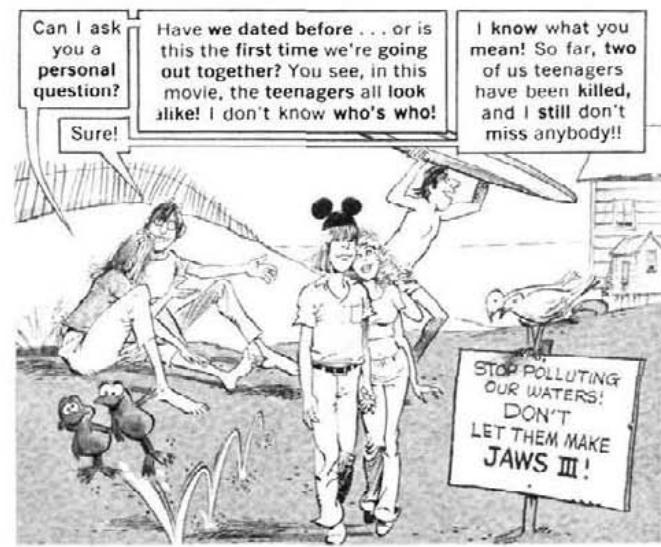
I do, dear!  
Now, let's just forget about it! Let's have some fun!

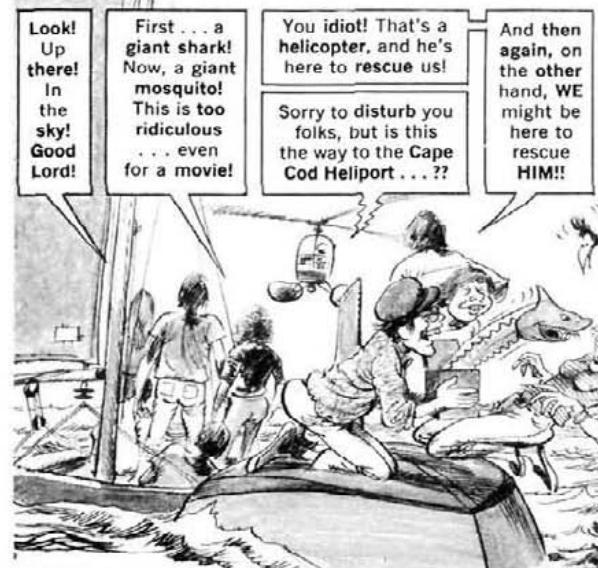
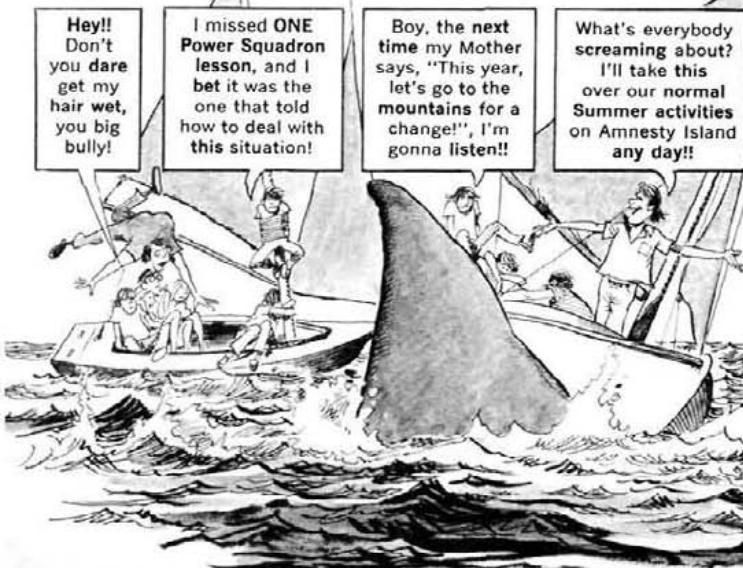
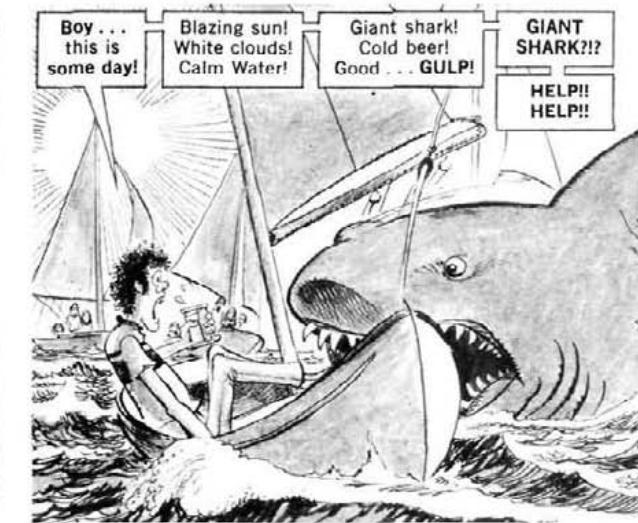
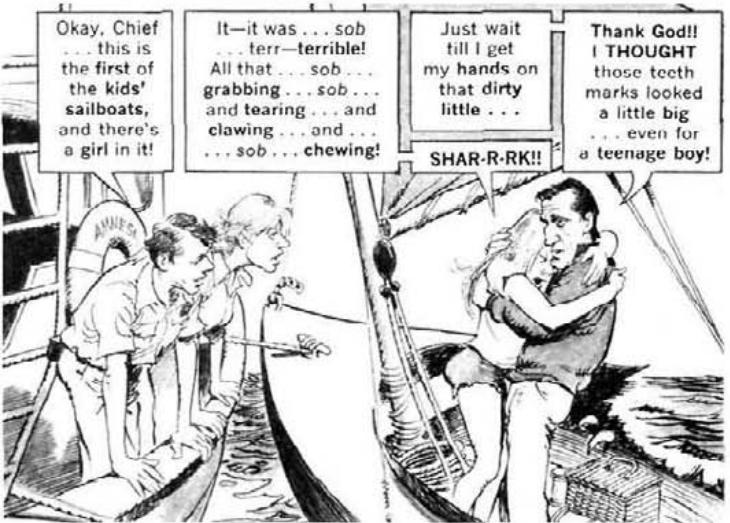
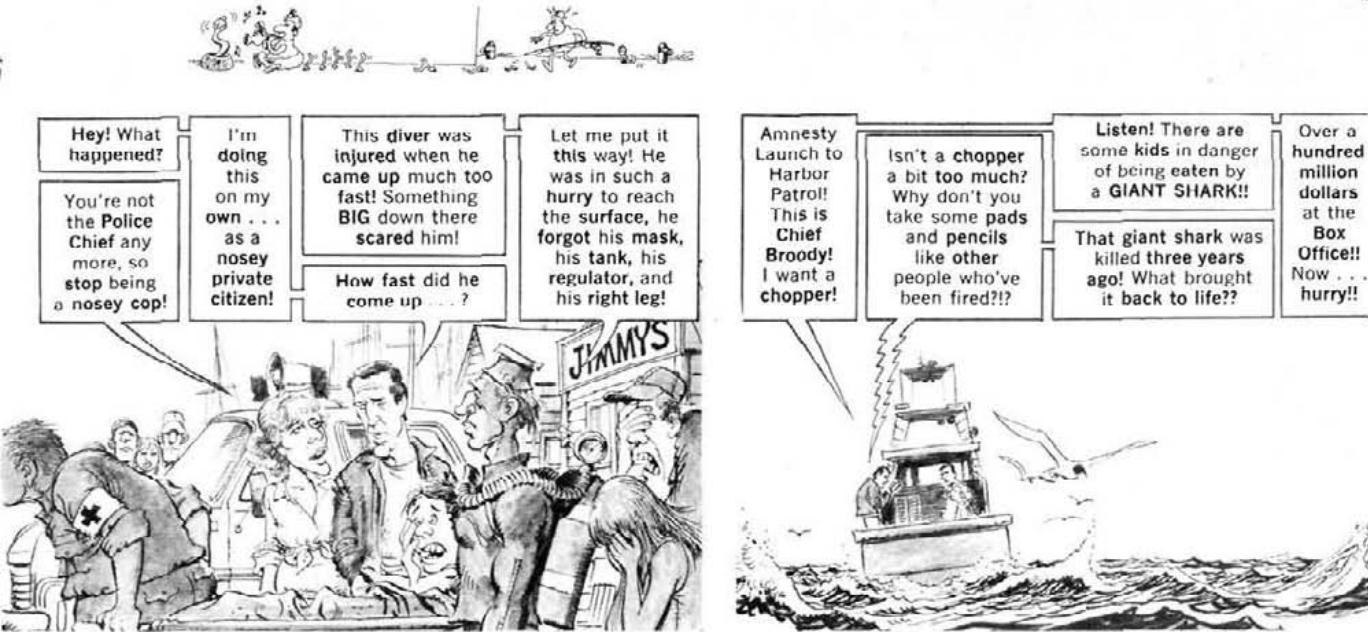
What do you feel like doing?  
Let's go for a dip in the ocean!

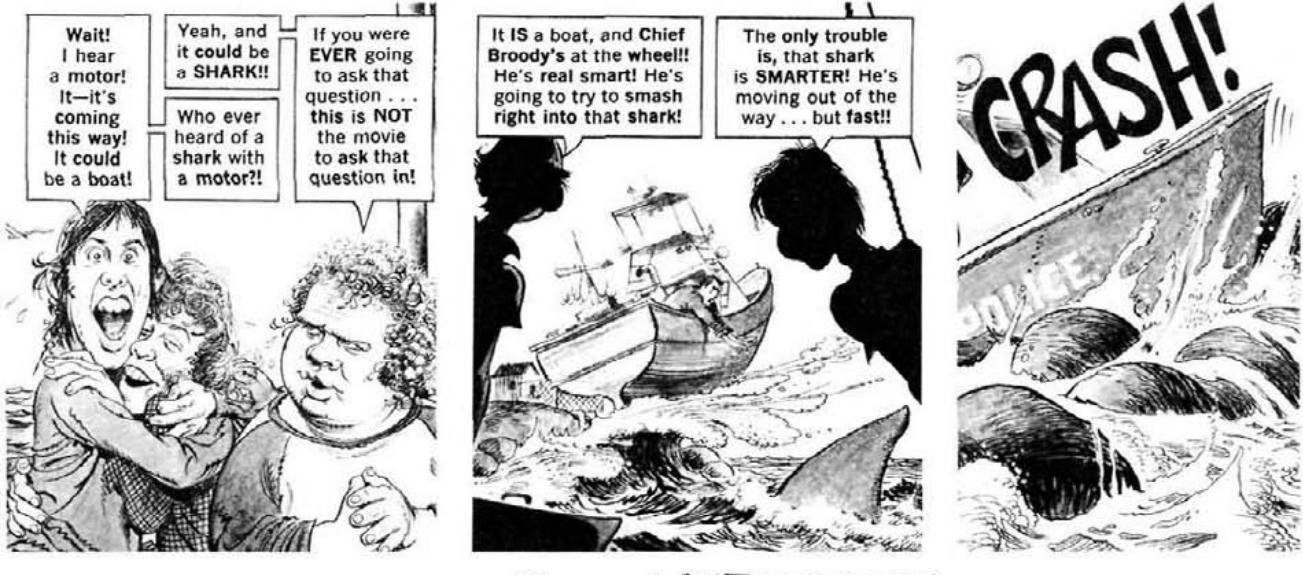
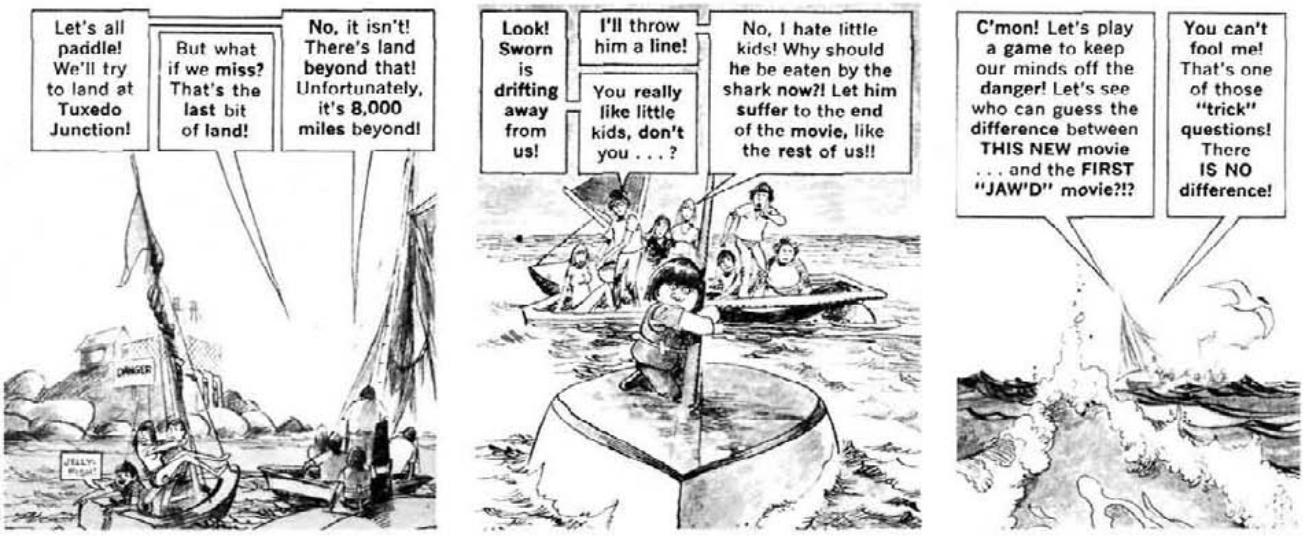
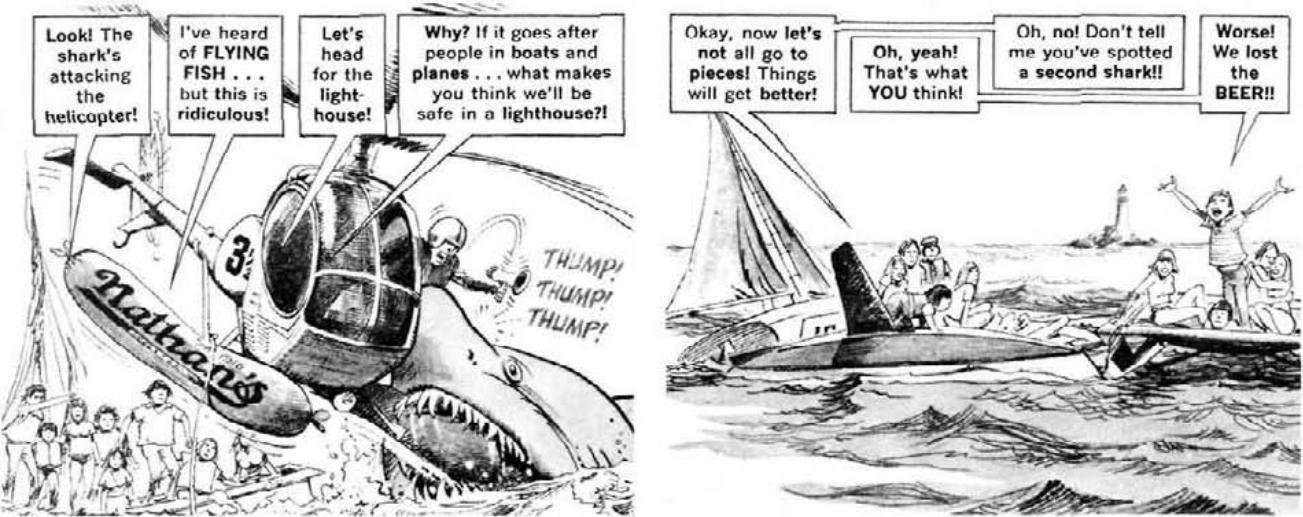
Hey, you guys wanna go sailing with me tomorrow? My Father has a couple of cases of beer... and he told me to take them out to the lighthouse... and drink 'em!

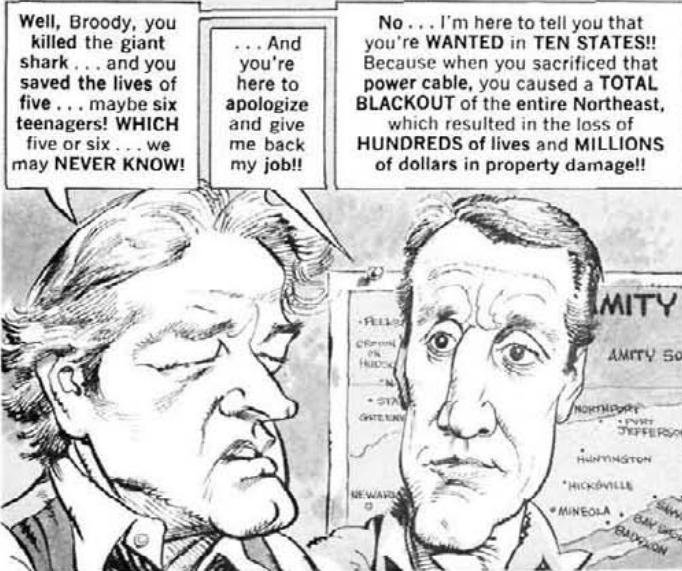
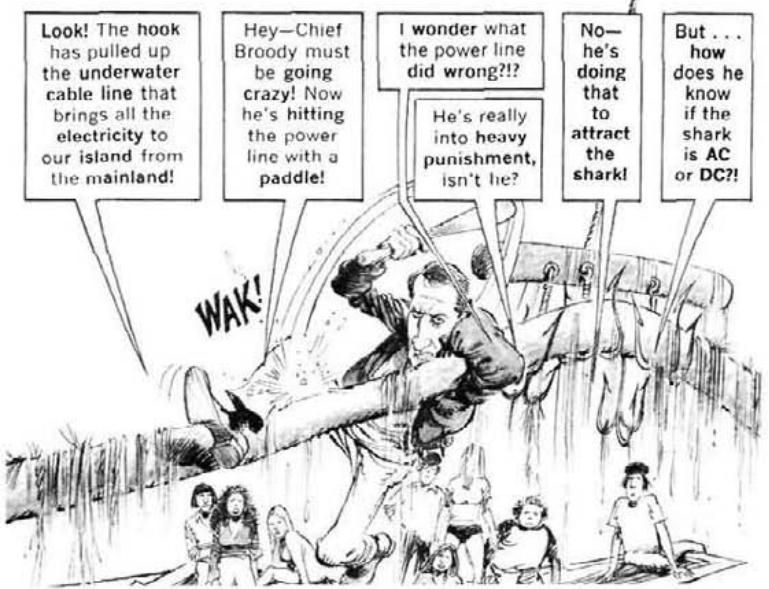
No kiddin'? Your Father REALLY said that??!

Well, sort of! He actually said, "I don't want to see you drinking this beer!!" So he'll never see me out that far!











CHRISTMAS IS . . . an ugly girl . . . standing under the mistletoe, and everybody pretending not to notice.



CHRISTMAS IS . . . shaking a present in order to get a good idea of what it might be . . . and hearing it break.



CHRISTMAS IS . . . hearing the sound of loud and joyous church bells . . . and you've got a terrible hangover.



CHRISTMAS IS . . . trying to out-decorate your neighbors . . . and you live next door to Macy's Department Store.

YULE BE SORRY! DEPT.

CHRIS



CHRISTMAS IS . . . exchanging gifts with a friend . . . and then bumping into him on the "Refunds" line.



CHRISTMAS IS . . . roasting a 20 pound turkey . . . and you haven't finished the 17 pound turkey from Thanksgiving yet.



CHRISTMAS IS . . . getting a cheap gift from a good friend and saying, "It's the thought that counts!" . . . and trying to sound like you mean it.



CHRISTMAS IS . . . finding a brand new shirt you gave your Husband for Father's Day . . . and wondering if he'll remember getting it before.

# TMAS S...



CHRISTMAS IS . . . everybody going out to everybody else's house . . . and nobody seeing anybody because nobody's home.

WRITER: TOMMY MOORE



CHRISTMAS IS . . . trying to find the same thumbtack holes from last year.



CHRISTMAS IS . . . getting an unbreakable toy . . . and breaking all your other toys with it.



CHRISTMAS IS . . . hanging a stretch stocking on the mantel.

**SPECIAL  
\$1.00**

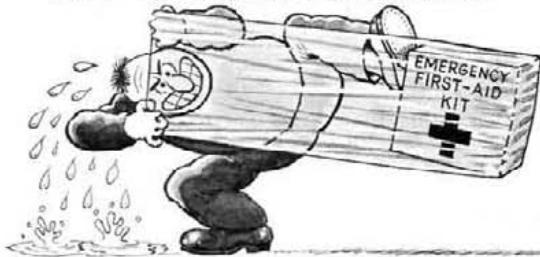


Everywhere we shop these days, we see products with the words "NEW—IMPROVED" printed all over them. But after we buy these products and start to use them, we find that the only thing that's "new" and "improved" is the higher price. Which is

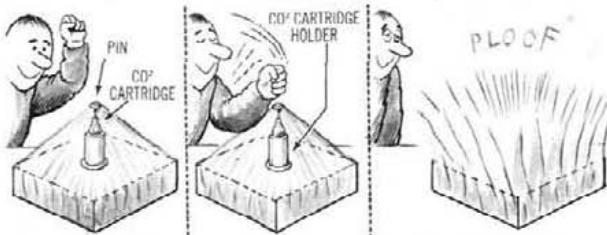
# "NEW-IMPROVED" REALLY ARE NEW

ARTIST &amp; WRITER: AL JAFFEE

## NEW-IMPROVED PACKAGING



Anyone who has ever tried to tear a transparent wrapping from a product knows what an impossible job this can be.



New-Improved packaging contains a small CO<sub>2</sub> cartridge enclosed within the wrapping which, when dealt a sharp blow, fills wrapping with gas until it finally explodes.

## NEW-IMPROVED TUBE DISPENSER



Regular tube dispensers of toothpaste, paints, ointments, pastes, etc., are frustrating because the last drops are impossible to squeeze out, which means a waste of money.

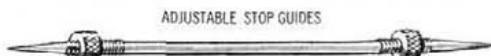


New-Improved tube dispenser has cap at each end, making job of squeezing out those last drops easy and effective.

## NEW-IMPROVED TOOTHPICKS



Toothpicks can be pointy little hazardous spears when they are accidentally poked too far in an effort to remove glop.

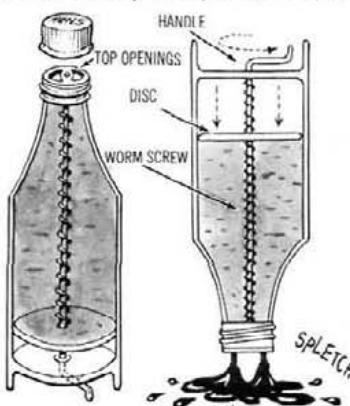


New-Improved toothpick with adjustable stop-guides allows user to safely control the amount of tooth gap penetration.

## NEW-IMPROVED KETCHUP BOTTLE



Today's ketchup bottle is an infuriating thing that either gives no ketchup at all, or all of it at once . . . all over.



New-Improved ketchup bottle has a built-in winding device that delivers exact amount of ketchup exactly where you want it. Handle in recessed base of bottle turns worm screw rod which pushes a disc, forcing ketchup out of top openings.

new and improved for the manufacturer . . . but how about us consumers? MAD thinks that it's about time there really were products that are new and improved. And so, we've gone back to the old drawing board, and we've come up with these marvelous

SPECIAL

\$2.00

**GLITCH FLAKES**

**NEW IMPROVED**

# PRODUCTS THAT AND IMPROVED

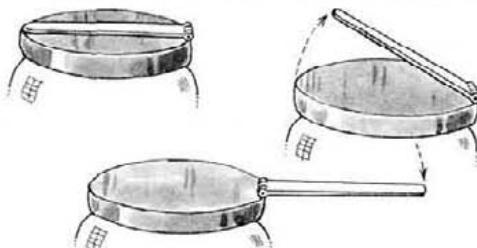
IDEA: BILLY DOHERTY



## NEW-IMPROVED JAR TOP



Regular jar tops often stick, requiring super strength to open. This is especially frustrating when you do not have a jar top wrench, or some such tool to make the job easy.



New-Improved jar top has a built-in fold-out handle that provides ample leverage, even for stubbornly frozen lids.

## NEW-IMPROVED LADIES WATCH

Most ladies watches are disgustingly dainty and small . . . making the telling of time by them impossible, especially when light conditions are poor or eyesight is failing from advancing age.



New-Improved ladies watch is fitted with telescoping magnifying-glass face-cover, which solves this problem.

## NEW-IMPROVED TEA BAG



Regular tea bag has string and tab attached for dunking into hot water. But often, tab and string follow bag into cup, threatening to make tea too dark unless it's removed.



New-Improved accordion-type tea bag opens easily to stretch across top of tea cup, eliminating chances of falling into steaming water, causing embarrassment as it occurs, burnt fingers when you try retrieving it.

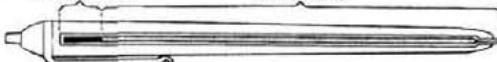
## NEW-IMPROVED BALL POINT PEN



Regular ball point pens run out of ink without any warning at the worst times, like when you're taking an exam, writing a check or sending an important life-or-death message.

WARNING DYE (A)

REGULAR INK (B)



New-Improved ball point pen has warning dye (A) at end of ink supply, which is colored differently than regular ink supply (B). Thus, when the regular ink supply runs out and writer sees warning dye, he knows he has just enough left to finish job at hand, but he must get refill afterwards.

## NEW-IMPROVED EYEGLASSES

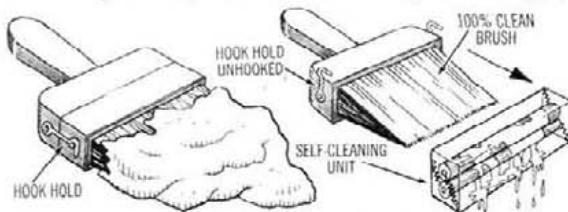


Slipping eyeglasses is a very common and vexing annoyance. New-Improved eyeglasses have snap-on head-yoke that stops this problem once and for all. Mix-and-match decorator styles and colors add a touch of elegance and excitement.

## NEW-IMPROVED PAINT BRUSH



Cleaning a paint brush not only ranks as one of life's more unpleasant jobs, it also seldom gets done right.



New-Improved paint brush cleans itself. Brush is made with attached self-cleaning unit. When hook holds are opened, cleaning unit is held in one hand while sloppy brush is pulled through its powerful squeegee rollers.

## NEW-IMPROVED GOLF BALL

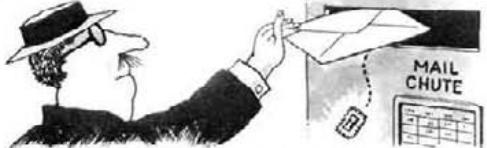


With golf balls becoming more and more expensive, losing one is of serious concern to most golfers. But millions are still lost, no matter how hard golfers look for them.



New-Improved golf ball contains tiny shockproof solid state transmitter. Golfer with receiver easily follows his personal signal (each ball broadcasts on a different wavelength) until he locates his ball. Miniature battery lasts a year, and broadcast range is one mile. Any golfer who hits his ball out of range would be glad to lose it.

## NEW-IMPROVED POSTAGE STAMPS



Regular postage stamps contain foul tasting glue that is often ineffective, causing stamps to fall off during mail handling. With today's Post Office policy of not delivering mail with postage due, many problems can and do occur.



New-Improved stamp is made with peel-away backing. This not only eliminates disgusting task of licking the yucky glue, but it also provides an adhesive so strong that not even rain-soaking the envelope will loosen the new stamp.

## NEW-IMPROVED ENVELOPES



On many occasions, mail recipients do not have any letter openers handy, resulting in mutilated mail and cut fingers.



New-Improved envelopes contain string tabs much like the ones found on "Band-Aids". Letters open easily and neatly.

## NEW-IMPROVED BOOK MATCHES

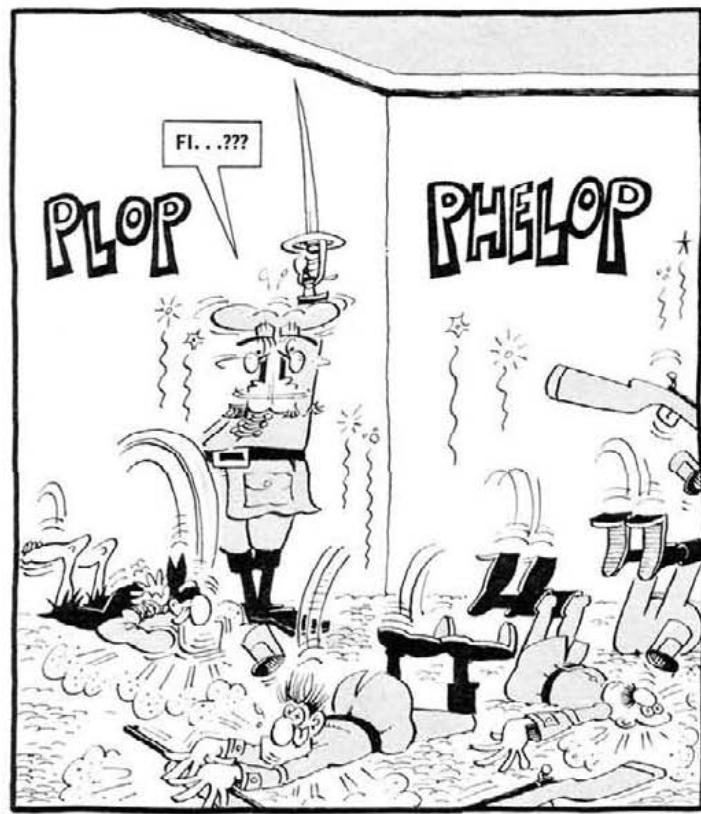
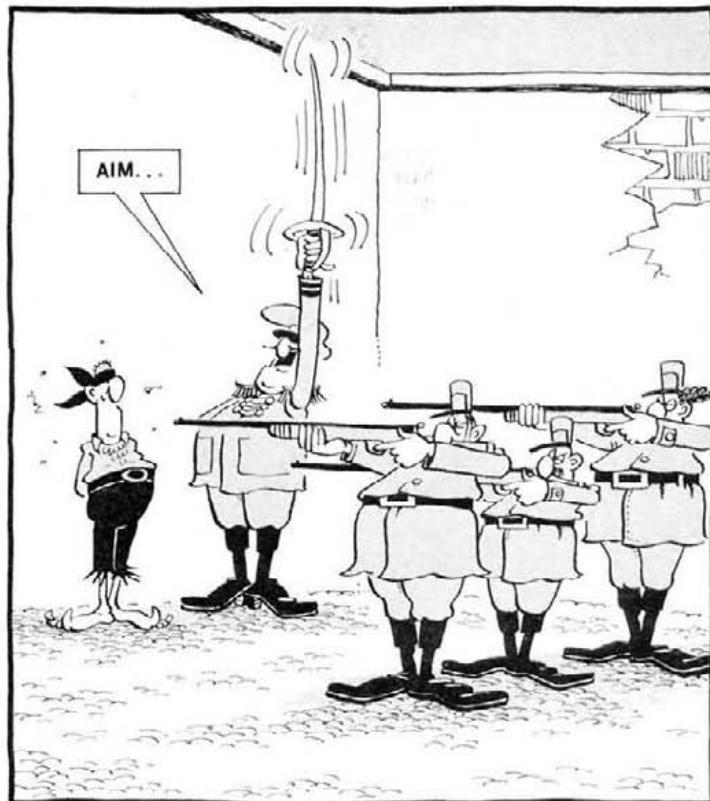


Regular book matches are torn out, used and thoughtlessly discarded, causing messy conditions and even fire hazards.



New-Improved book matches are attached to elastic strips. User simply stretches one out, strikes it, lights up and then lets it snap back inside its cover. When all matches are used, entire book is discarded, eliminating messy job of picking up individual burnt matches, plus fire hazards.

# EARLY ONE MORNING DOWN IN SOUTH AMERICA

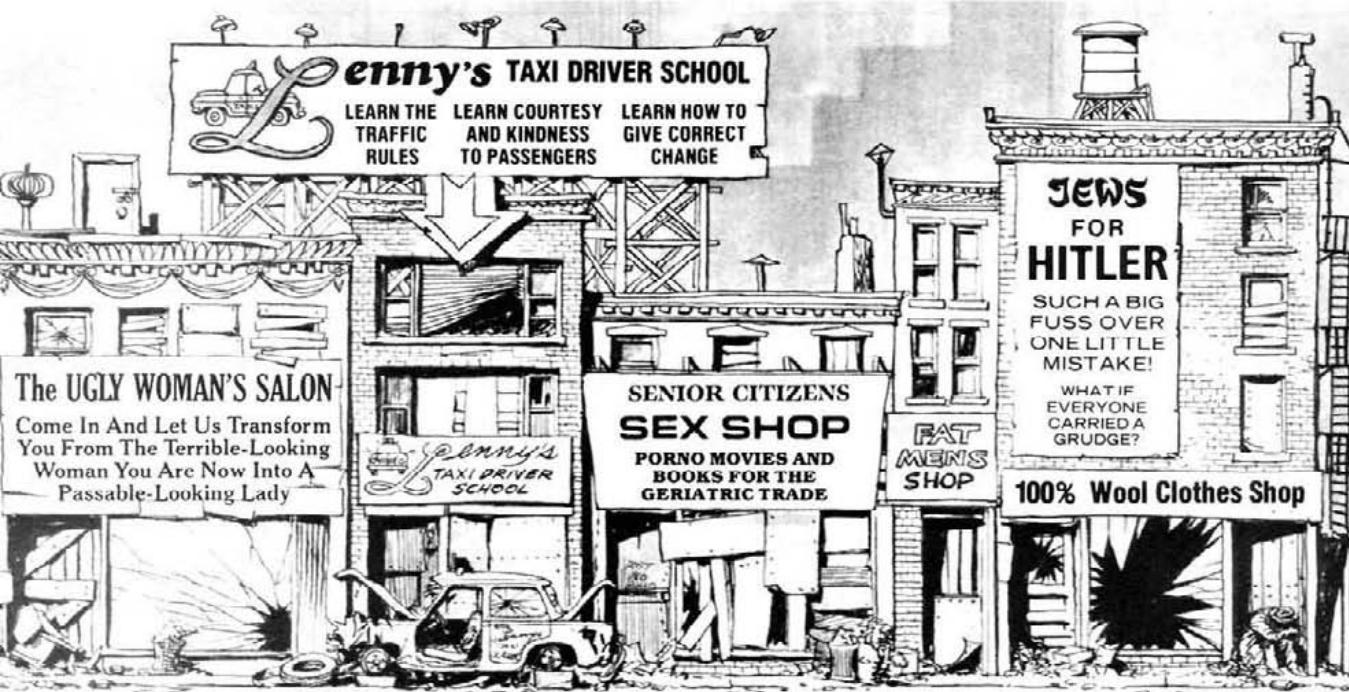


DEAD ENDED STREET DEPT.

Some people have a head for business . . . and some people don't. F'rinstance, the guy who puts out this magazine has a head for business . . . and a goof like you who buys this worthless rag doesn't. Get it? Now, if a stupid clod like you were

# THE BOULEVARD O

ARTIST: GEORGE WOODBRIDGE

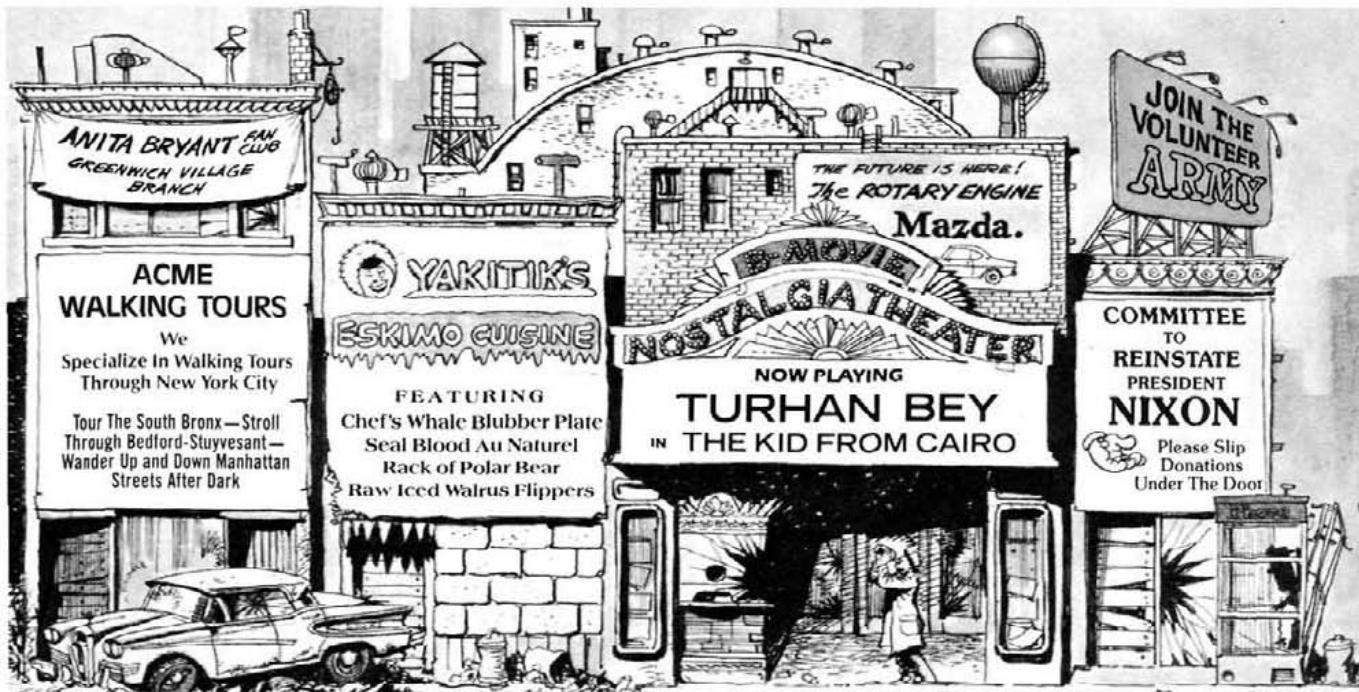
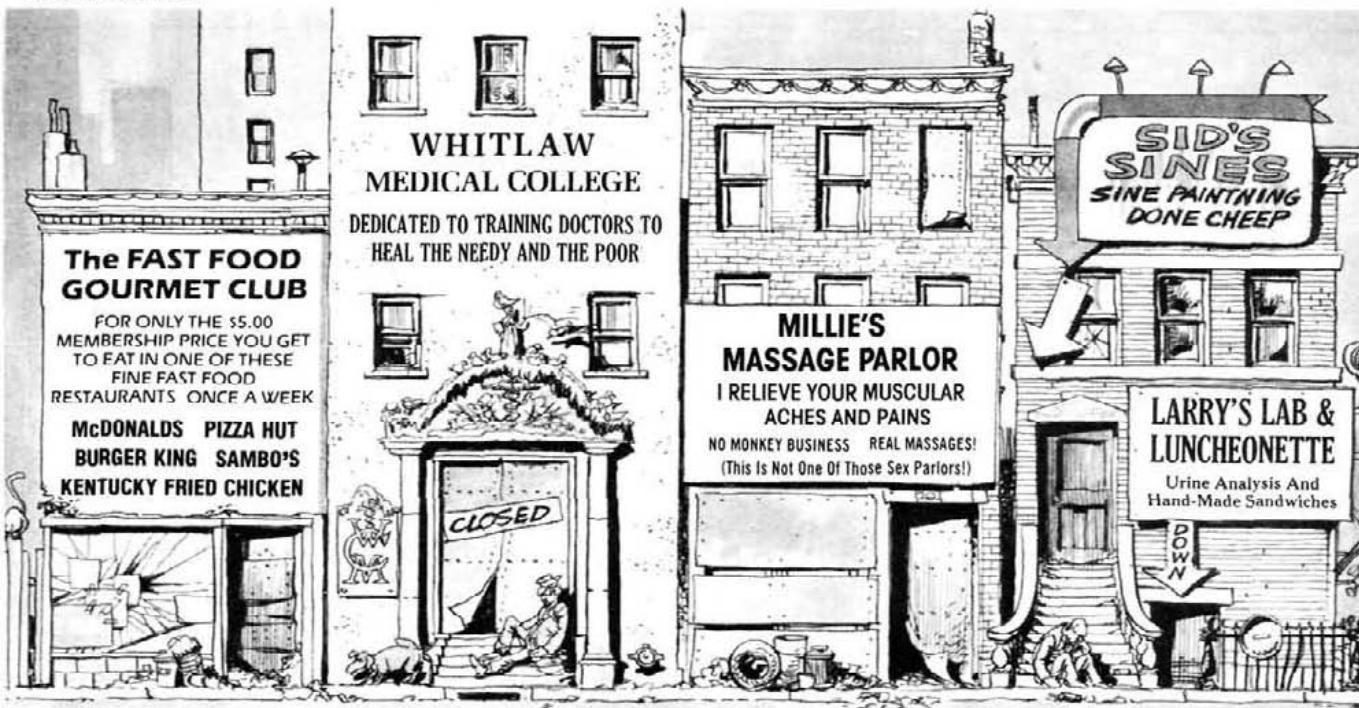


to open up a business, chances are it would be a flop. Then what? What happens to all those businesses that go under? Well, we did some research and discovered that all those enterprises that start with hope and end with failure wind up on



# F BROKEN DREAMS

WRITER: STAN HART



On the 12th Day of Christmas.  
My true love sent to me—  
12 Drummers drumming,  
11 Pipers piping,  
10 Lords a-leaping,  
9 Ladies dancing,  
8 Maids a-milking,  
7 Swans a-swimming,  
6 Geese a-laying,  
5 Golden Rings,  
4 Calling Birds,  
3 French Hens,  
2 Turtle Doves,  
And a Partridge in a Pear Tree.

At the left is the final chorus of "The Twelve Days Of Christmas" . . . which was some ancient songwriter's idea of how to impress his sweetie over the Holidays. But times have changed... and we've been wondering what would happen if some gal got these gifts today. MAD now takes a look at what the reaction would be

### On The First Day...

Carol Yule 1 Holly Street New York, N.Y.

December 25, 1978

Dearest Marvin,

Thank you ever so much for the fabulous present. It's really the most fun gift I've ever been given.

The partridge is so cute, and he just adores his pear tree. Of course, they do sort of dominate my one-room apartment, but I'll make do, even if it does mean putting one of my armchairs in storage.

But I love your gift—I really do!

All my love,  
Carol

### On The Fifth Day...

Carol Yule 1 Holly Street New York, N.Y.

December 29, 1978

Dear Big Sport!

When I got the five "golden" rings, I figured you were finally coming around to your senses by giving me something I could use.

Naturally, I was wrong. Five minutes after putting them on, my fingers turned green.

Marvin, you are the pits! One more gift and I get tough!

# If Someone "The Twe"

### On The Second Day...

Carol Yule 1 Holly Street New York, N.Y.

December 26, 1978

Dear Marvin,

Another present! What a surprise!

Now, Marvin honey, don't think I'm not appreciative, but really, sweetie, two turtle doves flying around an apartment can really make a mess!

Remember my red carpet? It's now two-toned. I know your heart's in the right place, but don't you think the partridge would have been enough for one Christmas?

Love,  
Carol

### On The Sixth Day...

Quigley, Farquahr, Gribble and Stubbs

Attorneys at Law

200 West 57th Street, New York, N.Y.

December 30, 1978

Mr. Marvin Truelove  
12 St. Nicholas Ave.  
New York, N.Y.

Dear Mr. Truelove:

My client, Ms. Carol Yule, has instructed me to hereby order you to cease at once the sending of geese, hens, doves, birds or gifts of any kind to her.

Should you fail to comply with this order, we have no course but to take immediate legal action.

Very truly yours,  
Elbert Gribble—  
Elbert Gribble

# Today Received Those Gifts On Ive Days Of Christmas"

## On The Third Day...

*Carol Yule 1 Holly Street New York, N.Y.*

Marvin

December 27, 1978

If your latest gift is your way of telling me you're for the birds, then you've succeeded!

Did you know that Finch here can't be domesticated and that their deadliest enemies are turtle doves and partridges? Did you also know I've got a cleaning bill of over \$200 for the blood and feathers? Did you also know I'm now known throughout my building as "that crazy bird lady?"

No more! Please!

Carol

## On The Seventh Day...

Myron Schmeer  
1 Holly Street  
New York, N.Y.

December 31, 1978

Dear Mr. Truelove:

I am the downstairs neighbor of Carol Yule, and she has told me to send this bill to you.

For water damage to my apartment and possessions following flooding caused by seven swans overflowing upstairs bathtub.

-\$3,500.00

Please remit at once!

Myron Schmeer

Myron Schmeer

WRITER: FRANK JACOBS  
WITH BILLY DOHERTY

## On The Fourth Day...

*Carol Yule 1 Holly Street New York, N.Y.*

December 28, 1978

MARVIN!!

Let me tell you about Calling Birds! THEY CALL TO EACH OTHER! MORNING, NOON AND NIGHT! 24 HOURS A DAY! NON-STOP!

Thanks to you, I'm now on tranquilizers and wearing ear plugs! Needless to say, I've stopped entertaining. Parties just don't make it in a bird sanctuary.

Now PLEASE!! BUG OFF WITH THE GIFTS!!!

Carol

## On The Eighth Day...

THE CITY OF NEW YORK  
Department of Housing

### ORDER TO REMOVE VIOLATIONS

To: Ms. Carol Yule  
1 Holly Street  
New York, N.Y.  
January 1, 1979

You are hereby ordered to take immediate steps to remove the following violation(s) as specified under Section 4, Paragraphs 8 and 14, of the Residential Zoning Law which state(s):

"No dairy farm or establishment providing milk produce may be permitted in a multi-unit dwelling."  
"No zoo or aviary may be permitted in a multi-unit dwelling."

A.B. McChesney  
Asst. Director  
Dept. of Housing

Marvin!  
See what you've done!

## On The Ninth Day...

Police Department of the City of New York

### SUMMONS

DATE: Jan. 2, 1979

Ms. Carol Yule  
1 Holly Street  
New York, N.Y.

By order of the Police Commissioner, you are hereby ordered to appear at Civil Court to answer the following charge(s):

1. Operating a cabaret with nine dancers without a licence.
2. Using a private residence as a wildlife preserve.

Failure to comply with this summons will result in your arrest.

*Maurin!!!  
For God's sake - STOP!*

## On The Eleventh Day...

HARLEY STAGMIRE, M.D.  
Stagmire Clinic  
234 East 66th St. New York, N.Y.

January 4, 1979

Dear Mr. Truelove:

I feel it is my duty as a psychiatrist to warn you that your actions toward my patient, Ms. Carol Yule, are causing her great mental anguish and bringing on severe traumas.

She came to me today in a hysterical condition, screaming uncontrollably about "eleven pipers piping," followed by other complaints I could not make out.

I learned from her that you are responsible for her condition, which may require her to be committed to a mental institution. For her good, I must insist that you remain completely out of her life.

Sincerely,

*Harley Stagmire, M.D.*

## On The Tenth Day...

Acme Realty Corporation  
245 East 42nd Street  
New York, N.Y.

January 3rd, 1978

Ms. Carol Yule  
1 Holly Street  
New York, N.Y.

Dear Ms. Yule:

It has come to our attention that you are in violation of the terms of your lease in our building at 1 Holly Street. In the aforementioned lease, you agreed that you would be the only person living in your apartment and also that you would keep no pets. According to complaints by other tenants, you are now sharing your apartment with 10 leaping men, 9 dancing women and 8 milkmaids with cows. In addition there are reports of various numbers of swans, geese and other birds on the premises. We have no choice but to evict you at the end of this month.

*Maurin!!!!  
I'M AT THE  
END OF MY ROPE!*

Very truly yours,  
*F.C. Swedie*  
F.C. Swedie  
Manager of Rentals

## On The Twelfth Day...

Quigley, Farquahr, Gribble and Stubbs  
Attorneys at Law  
200 West 57th Street, New York, N.Y.

Mr. Martin Truelove  
12, St. Nicholas Ave.  
New York, N.Y.

January 5th, 1979

Dear Mr. Truelove:

I regret to inform you that Ms. Carol Yule took her own life today. In her suicide note, she stated that she wished to repay you for all the things you have done for her.

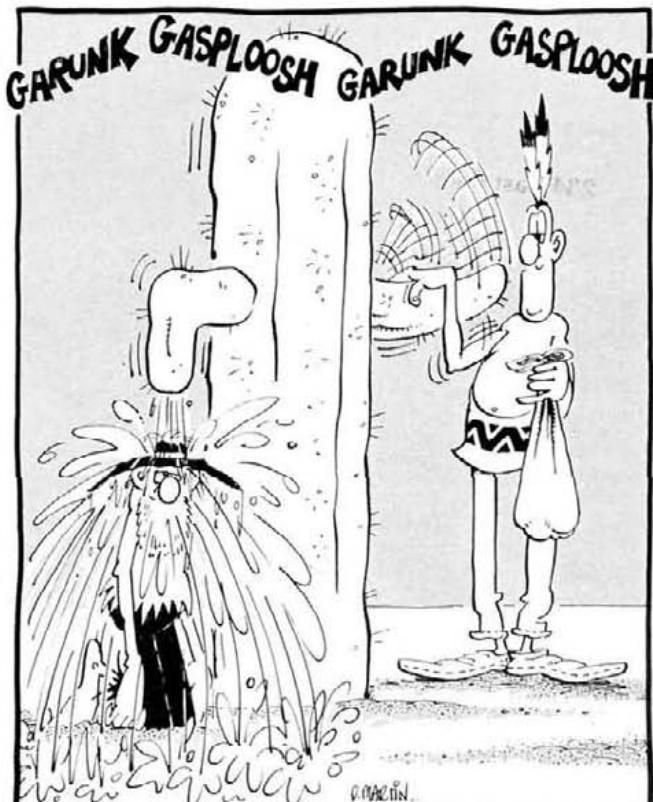
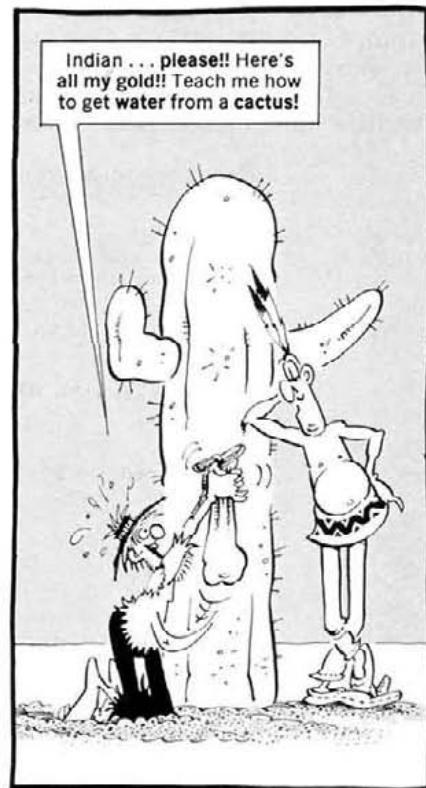
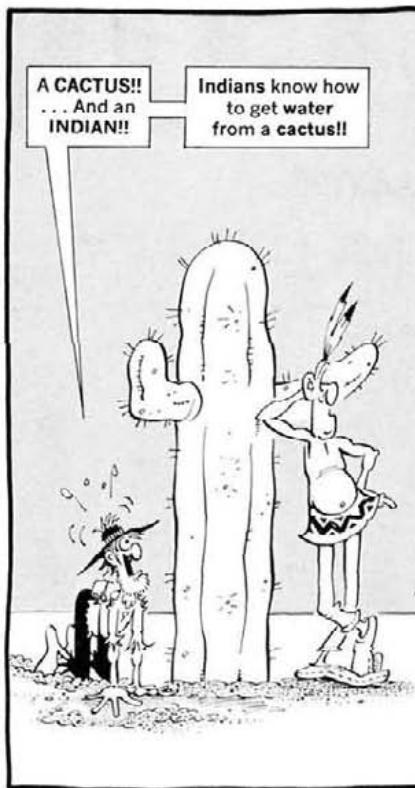
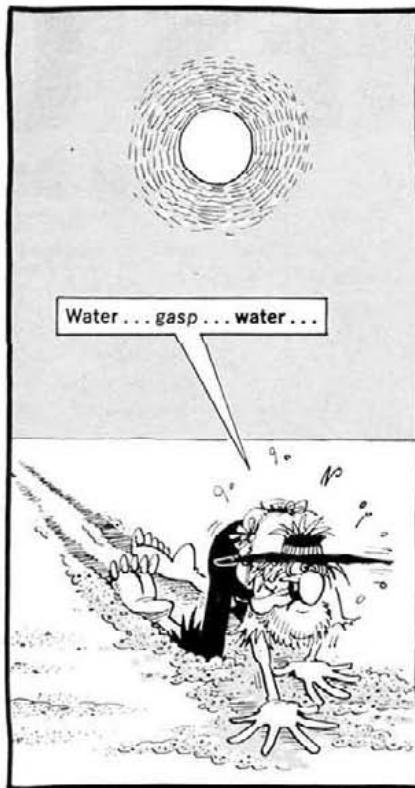
Therefore, I am obeying her last wishes by sending to your apartment the following of her personal possessions:

12 Drummers drumming,  
11 Pipers piping,  
10 Lords a-leaping,  
9 Ladies dancing,  
8 Maids a-milking,  
7 Swans a-swimming,  
6 Geese a-laying,  
5 Golden Rings,  
4 Calling Birds,  
3 French Hens,  
2 Turtle Doves  
and a Partridge in a Pear Tree

Sincerely,

*Elbert A. Moore*

# ONE HOT AFTERNOON IN THE AMERICAN DESERT



TWO'S COMPANY, WE'S A CROWD DEPT.

Now that the first successful "cloning" of a human being has been reported in a recent book, MAD foresees big trouble! Because anyone with an inflated ego (and a wallet to match) can have himself "cloned." And what a mess that will be! We'll show you what we mean with these...

# CLONES O

## RICHARD NIXON



## KAREEM ABD



## JOHN DENVER



## IDI AMIN



## HENRY KISSINGER



## JOHN TR



# F THE FUTURE

MUL-JABBAR



The first one that asks me how the weather is up here gets an elbow in his mouth!

Stop leaning on the basket!

JOHNNY CARSON



What a rotten audience we had last night!

Oh? HOW rotten were they?

May a love-crazed rhino look upon them as a sex object!!

Who's going to substitute for you next week?

YOU are, dummy!

DADA



Call me "Professor Amin"!

Call me "Premier Idi"!

Just call me "BOSS"!!

Girls all reject me!

I'm only happy when I'm depressed!

I fantasize a lot about being a failure!

I have the sex life of a tree!

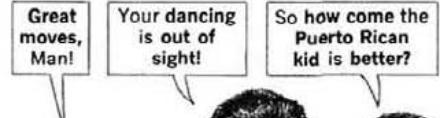
I'm a charter member of "Neurotics Anonymous"!!

This all sounds like it would make a great script for a movie!

WOODY ALLEN



AVOLTA



Great moves, Man!

Your dancing is out of sight!

So how come the Puerto Rican kid is better?

JERRY FORD



OOPS!

So sorry!!

Beg your pardon!

Ouch!

WHOOPS!

ZONK!!

CRASH!!

We're lucky cloning is a recent development! We might have suffered with these

# CLONES OF THE PAST

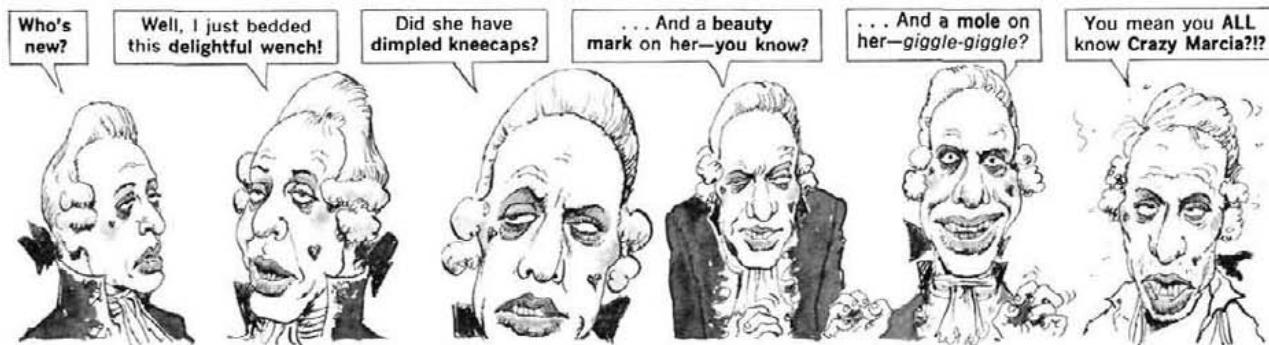
## GENERAL CUSTER



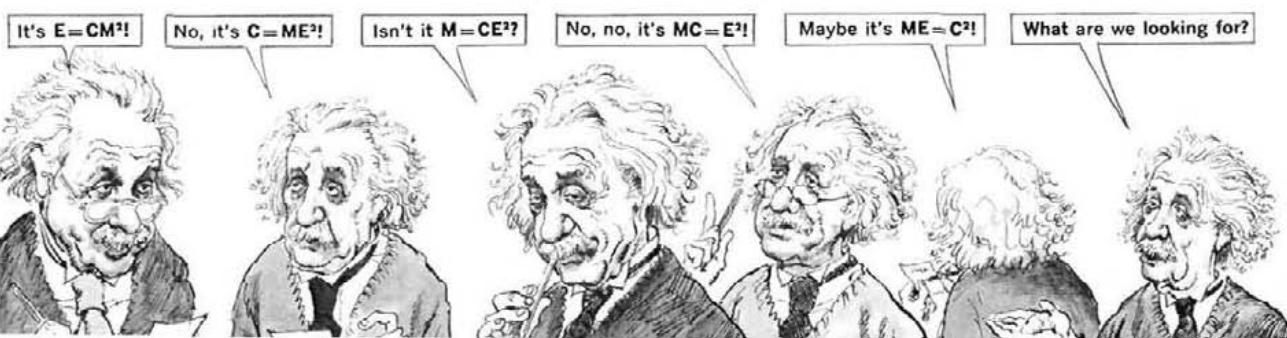
## ADOLF HITLER



## CASANOVA



## ALBERT EINSTEIN



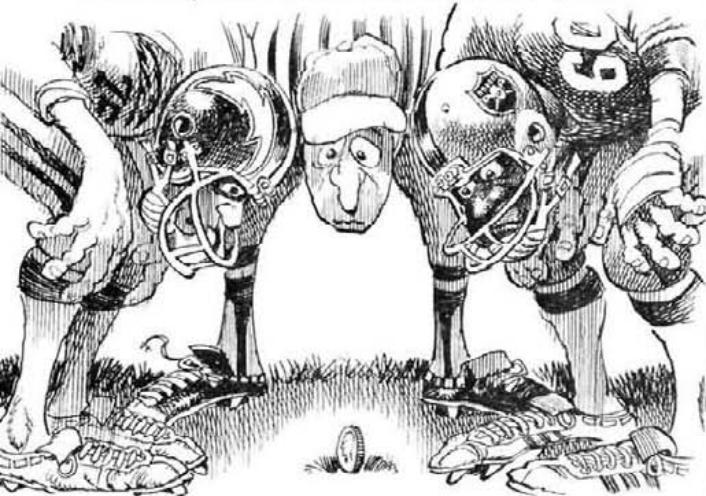
FUN IN GAMES DEPT.

# MAD NOVELTY ITEMS FOR PRACTICAL-JOKER JOCKS

ARTIST: JACK DAVIS

WRITER: PAUL PETER PORGES

LOADED, NON-FLIPPING TOSS-UP COIN



SILLY-PUTTY HOCKEY PUCK



FUNNY FALSE TEETH MOUTHPIECE



SHREDDING CHEERLEADER POM-POMS



NON-BOUNCING BASKETBALL



TRICK STARTER GUN



HUMOROUS PIT-STOP FLASH CARDS



NO-EXIT FOOTBALL JERSEY



BLACK-SPOT FAKE GOLF HOLE



REFEREE'S SOAP BUBBLE WHISTLE



**COLLAPSABLE POLE VAULT POLE**



**SQUIRTING FENCING TARGET**



**EXPLODING RELAY BATON**



**FAKE BASKET-STUFFER'S FINGERS**



**DOUBLE-SHPRITZ SQUEEZE WATER BOTTLE**



**WHOOPEE CUSHION SECOND BASE**



# SIAM!

Oh, my gosh! I reached out to get the newspaper, and the door slammed behind me! Here I am—barely dressed—stuck in the street—where I'm gonna die of embarrassment!

Who else has a key?

My Parents!  
But I can't go there! I'd be arrested for indecent exposure!

Don't panic!  
Just follow me . . . and no one will know the difference!



BERG'S-EYE VIEW DEPT.

## THE LIGHTER SIDE OF...

# BO

Pull  
over!!

Why? What did  
I do wrong???

It's just that  
you're dragging  
something! Come  
take a look . . .

How could that  
be? I just had  
the whole car  
checked out!!

See for yourself!  
It looks like your  
trailer hitch is  
hanging low! It's  
nothing serious!

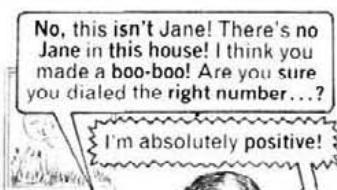
Oh, my God!!  
How can you say  
it's nothing  
serious?! It's  
VERY serious!!

Where's the BOAT  
I was hauling ???





**RING**



# O-BOOS

ARTIST & WRITER:  
DAVE BERG

If Belinda could only see me now, she'd eat her heart out! Belinda turned me down cold, but this chick really goes for me in a big way . . . !



What a dumb jerk I was! I blew it with Belinda when I made some stupid klutzy faux pas . . . !



But tonight, I'm gonna score for sure because I got this chick all warmed up and because I'm gonna do everything EXACTLY RIGHT . . . !



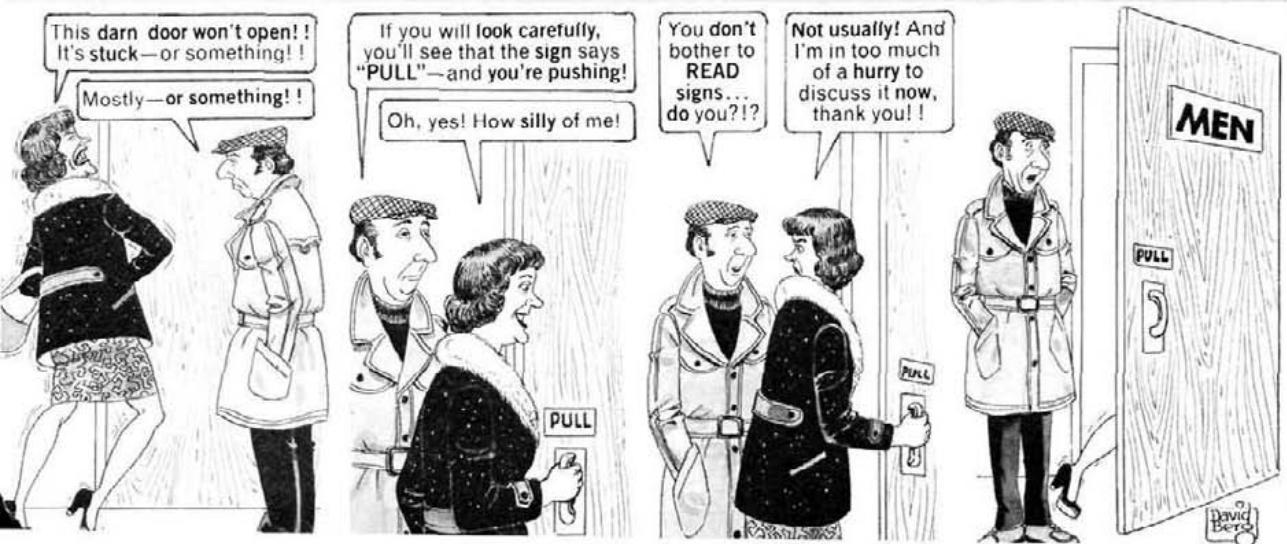
Tell me that you love me!

I love you, Belinda . . . !!









NOVEL-TEASE DEPT.



We're all accustomed to seeing "gimmick" gift items in busy stores during the Christmas holiday season, when frantic shoppers will buy anything. In recent years, we have been pressured to buy such newly introduced wonders as portable doughnut makers, one-patty-at-a-time hamburger cookers and similar gadgets that we're told make wonderful gifts, even though we wouldn't want 'em for ourselves. Since retailers only put these semi-useless new gimmicks on sale at Christmas, it is because they know our sales resistance will be low. MAD now lets you peek into a wholesaler's private catalogue and become the first on your block to see

# A PREVIEW OF THIS YEAR'S "GIMMICK" CHRISTMAS GIFTS

Treasures  
Regularly  
Accumulated for  
Special  
Holidays, Inc.

**PROUDLY PRESENTS ITS  
CHRISTMAS® 1978  
WHOLESALE GIFT GUIDE**



Wenceslaus X.  
Schlockdrummer  
Our Founder

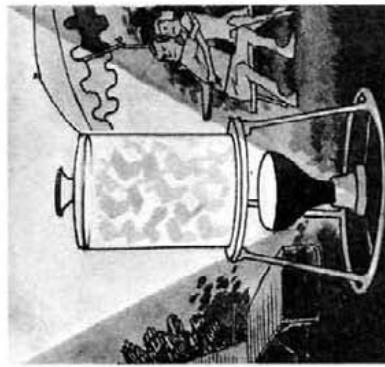


**MERCHANDISE SOLD TO DEPARTMENT STORES, BOUTIQUES & GIFT SHOPS ONLY**

Absolutely No Items Offered At Wholesale To Xmas Spirited Laymen



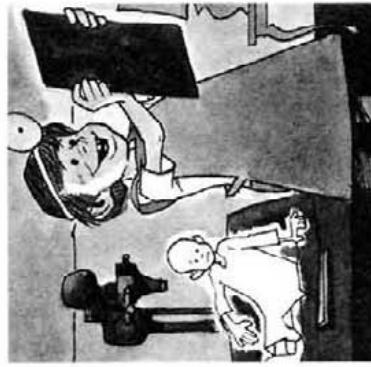
**TENNIS SWEAT BAND WITH ATTACHED "TOASTI-STONE" EAR MUFFS** lets lovers of the racquet sport enjoy outdoor play in even coldest winter weather. Ear muffs are fashioned of porous volcanic rock to combine lightweight comfort with heat-holding warmth when muffs are left in a 450° oven until game time. Tough, brain squeezing elastic makes sweat band fit all head sizes. A nice stocking stuffer that wholesales at only \$18 per dozen.



**CLEAR ACRYLIC ICE BUCKET COMES WITH HANDY FLASHLIGHT ATTACHMENT** that facilitates finding ice cubes in the dark. A valuable accessory for use during power blackouts or at late-night summer lawn parties. Comes equipped with 1,000-candlepower floodlight built that conveniently illuminates the ice bucket at distances up to three miles. Discount price to you: \$54.8. (Add \$1.50 extra for outdoor bug repellent bulb.)



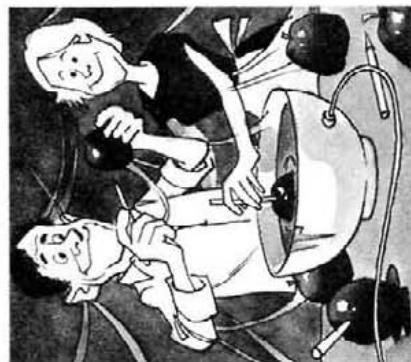
**STEAM POWERED PORTABLE TV SET** makes a thoughtful gift for those avid skiers, outdoorsmen and lost joggers on everyone's shopping list. Lucky owner just fires up the attached toaster to bring in a clear black-and-white picture in remote areas where electricity is not available. Weighs only 230 pounds for easy toting by four grownmen. Set comes with UHF antenna and a cord of firewood for \$395.



**HOME X-RAY MACHINE THAT REALLY WORKS** is this year's top new educational toy. Portable unit is the perfect size to x-ray hands, feet, ears and other small parts of the body. Comes with blank plates and lead apron for the machine operator that insures safety from harmful radiation for all except those being x-rayed. \$6,000 per unit at East Coast port of entry.



**ULTRA-SLOW COOKER** can be set to take as long as three weeks to prepare a medium-size pot roast or vegetables. Potential buyers quickly see how patented "Barely Warm" temperature setting is ideal for letting food simmer while they travel to Yellowstone Park, undergo surgery or take an intensive course in ballroom dancing. Also great for dedicated energy squanderers who like to use \$12 worth of electricity to cook one meal. These wholesale to you at \$155 per dozen.



**ELECTRIC TAFFY APPLE OUTFIT** will provide fun-filled winter evenings for the whole family. Insulated heating bowl warms home-made taffy (not included) to a liquid state without drying. Mother's pots or pans. A full year's supply of pointy sticks is included for dipping apples (not included) into molten taffy. Sure to be a fast selling holiday gift item, so order plenty at only \$54 per dozen.



**BRASS-PLATED MOP BUCKET WITH PERSONALIZED MONOGRAM** solves the annual problem of what to give those hard-to-shop-for people on every list, including mother, sweetheart and office chanceman. Has miraculous foot-operated wringer to reduce backache while it also prevents soapy drippage. Easy stick-on monogram is enclosed with in a heart to symbolize the giver's true devotion. Wholesale at \$11 per unit.



**DUAL PURPOSE DOUGHNUT MAKER AND HOT DOG BUN STEAMER** combines our two poorest selling electric appliances of the 1977 Xmas season. We're hoping this new version has brighter sales prospects since it not only makes doughnuts and steams buns, but also adjusts at the flick of a switch to make steamy doughnuts. Individually, these items wholesaled at \$8.50 and \$6.75. Combined, they're now offered at an amazing \$21.69.



**GLAZED BRUSSELS SPROUTS GIFT BOX.** Last year's bumper crop coupled with customary small demand makes this unusual item possible. Desperate farmers have preserved their unsalable surplus by glazing the vegetables with a sugary coating. Result: a handsome, decorative gift pack that looks good enough to eat, but isn't. Put up in woven wicker containers that average 12 sprouts to a box. **\$45 per dozen boxes.**

**PLAYING NEWLY INVENTED "COMPUTER POKER."** Lets compulsive gamblers practice losing large sums of money. Player deals cards to himself, and then matches wits with an electronic opponent that is programmed to beat him 997 times out of 1,000. Great fun for those masochists on every gift list who secretly want to lose because they know they're worthless human beings. Only **\$550 each**, complete with instant Debt Recorder.



**NOVEL NEW AUDIO-CLOCK** ends worries of oversleeping by announcing the time in a firm, clear voice every ten seconds through the night. No dials or digits to squint at in darkened bedroom as reliable cassette plays for 24 hours before tape must be rewound. A major discovery in time keeping that may impress your customers enough to keep them from realizing that the voice cannot be silenced without unplugging the clock. Available in your choice of time zones (except Mountain Daylight) at **\$24 each.**



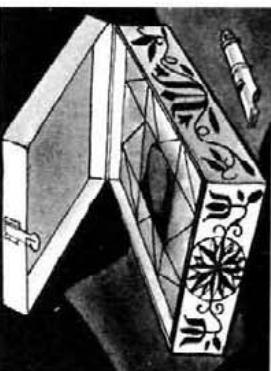
**SENSATIONAL NEW "KNOCKOUT" BOXING GLOVE** gives sports fans a rare chance to experience the best blows of history's top punchers. Wall mounted device has adjustable coiled spring mechanism that lets the user increase power of lobs until he finds the one that knocks him senseless. Sturdily built to withstand repeated pounding on hardest human facial bones. Available in bright holiday gift box at only **\$14 each.**



**DELUXE "RUSSIAN ROULETTE" GAME SET** comes in handsome, leather-like vinyl travel case. Contains everything the gift recipient needs to participate in this all-time favorite macho sport, including six-shot revolver, one bullet, rule book, score pad and pencil. Most available sets are new, but a few have been used only once. **\$125 per set.** (Specify calfskin or suede case, and pearl handle or nickel-plated revolver.)



**TABLE-TOP CORN-ON-THE-COB-WARMER** is curiously fashioned to hold a single ear, and plugs in right at the dinner table. Holiday gift shoppers can quickly be made to see why it's old fashioned to boil a whole pot of water on the kitchen stove to cook corn-on-the-cob when it can be done in a ear at a time in the dining room while guests are very slowly enjoying the other courses of their meal. Bargain priced at **\$240 per half gross.**



**DELUXE CHEESE ASSORTMENT WITH ACCOMPANYING DOG WHISTLE** is packaged in a colorful Pennsylvania Dutch file box that can be used for storing Mom's recipes long after the cheese is eaten and the dog is dead. Cheese sample contains ten ounces each of cheddar, longhorn and provolone. High pitched whistle for calling dog while enjoying cheese is inaudible to the human ear. Only **\$345 per gross** complete.



**MICRO-MINI PICNIC ICE BOX.** This tiny replica of an outdoor drink cooler really works! Insulated construction enables one ice cube to keep four full cans of martinis chilled all day in a "fridge" no bigger than a pack of cigarettes. Watch shoppers stock up on these little beauties for gift giving to every drunken outdoorsman on their list. **\$215 per gross.** (Ice cubes not included.)

# CLAWING



**LOVELY REPLICA OF 16TH CENTURY CHURCH BELL** is perfect for sounding village fire alarms, summoning deaf servants or merely displaying in the family bell tower as a conversation piece. Your customers will rave over these 800-pound bronze beauties that come complete with macrame pull ropes. Each bell is a gift that will be remembered for months, yet it wholesales at only \$7.450, plus \$1.200 for postage and handling.



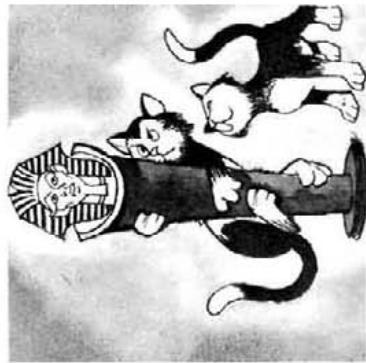
**AMAZING NEW ELECTRONIC CRUTCH** contains digital clock and six-function calculator, both easily operated by exerting normal pressure on armrest pad. A great gift for letting the disabled know that their infirmity attracts attention, but that they merit a Christmas remembrance anyway. Crutch comes with 100-foot electric cord for handy use throughout the house. \$317.50 per dozen.



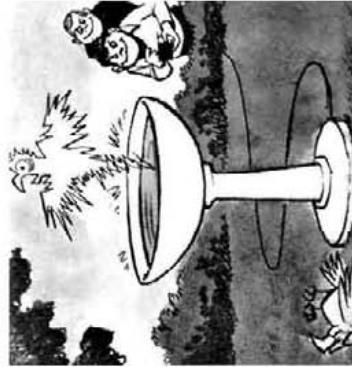
**GOLD PLATED PERSONALIZED HANDCUFFS** are the year's hottest item in high profit men's jewelry as "White Collar Crime" booms from coast-to-coast. With a gift of these lovely status symbols, there's never a need for belated purifiers or kickback recipients to be dragged off to the slammer wearing cheap G.I. handcuffs. Choose desired names from the list below, and mix or match your order at \$1.88 per dozen sets.

## NAMES AVAILABLE FOR PERSONALIZED HANDCUFFS

John M.  
H.R. (Bob)  
Jeb  
Bert  
Chuck  
Spiro



**KING TUT SCRATCHING POST** enables Kitty to enjoy the holycats by taking part in the current "Tutmania" boom. Sturdy walnut veneer post is covered with durable nylon carpeting and topped by a shimmering gold plastic mask of King Tut that is almost guaranteed to fascinate any cat. A sure seller to fad conscious animal owners who normally spend at least \$50 on a Xmas gift for their pet. Yet our price to you is only \$325 per dozen.



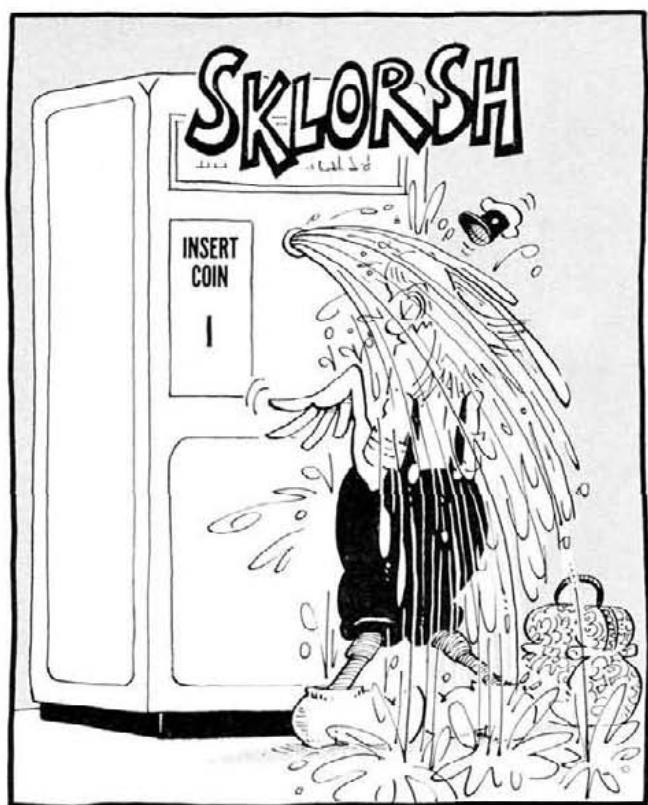
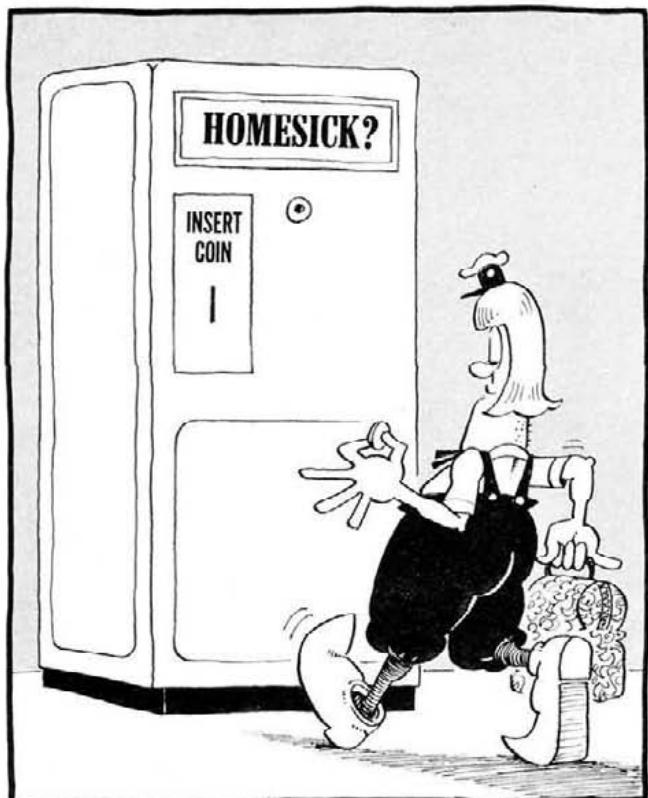
**TEN-THOUSAND VOLT BIRD BATH** is this year's top new gift for animal haters. Solid steel spattering pan guarantees quick electrocution of robins, wrens, and other pests when remote control switch is thrown. This item sells itself when retailers emphasize the unique safety factor that permits injury toors and seniors to enjoy killing birds without shooting off dangerous firearms. Offered wholesale at \$42 each in one dozen lots.

**WOOLY MAMMOTH MEAT OVER 50,000 YEARS OLD** makes a delightful conversation piece when presented to gourmets at holiday time. Small filets come from a recently discovered prehistoric mammal that was miraculously preserved in an Alaskan glacier. \$11 per three-pound chunk. (Not recommended for mail order gift sales due to the fact that defrosting in transit could turn filets into mere smelly puddles.)

**DO-IT-YOURSELF PRESCRIPTION KIT** is sure to bring Xmas squeals of delight from the family hypochondriac. Special holiday season novelty package contains everything a sicko needs to prescribe his own medication without wasting time and money to go to a doctor. Includes blank prescription pad, dictionary of medical abbreviations and rubber stamp replica of a famous physician's signature. (Your choice of Albert Schweitzer, Jonas Salk or one of the May Brothers.) \$26 per dozen.

**BATH TUB GIN OUTFIT** lets booze hounds save big money as they alone create the nostalgic of Prohibition Days. Includes copper coils, earthen crock, large sack of fermented grain and rubber liner for bath tub to prevent grain encroaching the porcelain. Ideal for any lush because of federal laws that permit home liquor distilling only if the maker drinks it all himself. We offer the complete outfit for only \$80.

# ONE EVENING IN AN AMSTERDAM BUS TERMINAL





VOLUME SALES DEPT.

TODAY, ALL OVER THE COUNTRY, LIBRARIES ARE CLOSING DUE TO A LACK OF FUNDS. MAD

# IF LIBRARIES SOLD A

MUTINY ON THE



PAPER TOWELS

*Bell, Book, and Candle*

*John Van Druten*

Grand Hotel Bar  
Butter

*Victor Bock*

DAVID  
Coppertone  
FIELD

*Charles Dickens*

NORDOFF & HALL



LEW WALLACE

The Catcher-In The RyKrisp J. D. Salinger

*Belle Kaufman*



THE DOWN STAIRCASE

*Richard Adams*

WATERSHIP  
Downy

FABRIC SOFTENER

DOCTOR  
JEKYLL &  
MISTER  
HYDROX

*COOKIES*

THE  
THORN  
BIRD'S EYE

*Robert Louis Stevenson*

*Colleen McCullough*

the old man and the Sea

*Crown*  
ERNEST  
HEMINGWAY

HEBREW NATIONAL  
VELVET

ENID BAGNOLD

Mobil  
Dick

HERMAN  
MELVILLE

THE  
LORD  
OF THE  
Ring Ding

J.R.R. TOLKIEN

MARJORIE MORNING- Star-Kist

*Herman Wouk*

LUST FOR  
LIFEBOUY

*Dishwashing Soap*

Irving Stone

THE Gillette RAZOR'S EDGE  
Somerset Maugham  
*Shoulders*

*Ayn Rand*

20,000  
LEAGUES  
UNDER  
THE  
SEA & SKI

SUNTAN LOTION

JULES VERNE

FROM  
cheer  
TO  
ETERNITY

JAMES JONES

UGGESTS A WAY TO MAKE UP THOSE DEFICITS, MAINLY, THERE'D BE PLENTY OF MONEY...

# ADVERTISING SPACE

ARTIST: BOB CLARKE

WRITER: WILLIAM GARVIN



RITZ  
CHACKERS

Man,  
Poor  
Man

STEPPEN WOLFSCHMIDT

IRWIN SHAW

DEER PARKAY

NORMAN  
MAILER

ALL THE  
PRESIDENT'S  
MENNEN

SHAVE

WOODWARD & BERNSTEIN

GONE  
WITH  
THE

Windex  
GLASS CLEANER

Margaret Mitchell

Tender Vittles IS THE NIGHT

F. SCOTT FITZGERALD

The  
Coffee  
Magic  
Mountain

Thomas  
Mann

ANN  
LEONOWEN

The Spy  
Who  
Came  
in From  
the  
COLD POWER

John LeCarre

STRANGE  
FRUIT OF THE LOOM

LILLIAN SMITH

THE LAST  
ANGRY  
MANISCHEWITZ

GRAD  
GREEN

THE  
MAXWELL  
HOUSE  
OF  
THE  
SEVEN  
CABLES

The Iceman  
Comet

EUGENE O'NEIL

SILENT  
SPRINGMAID  
SHEETS

Rachel Carson

THE  
Solarcaine  
LOTION  
+  
MUTINY

HERMAN WOUK

DATSON  
ALSO  
RISES

ERNEST  
HEMINGWAY

The  
Bridge  
of  
San  
Luis

Raid

ANNA AND THE  
CHIN KING OF SIAM

ANN  
LEONOWEN

FOR  
WHOM  
THE  
Bell  
@  
System  
TOLLS

Ernest  
Hemingway

THE  
COUNT  
OF  
MONTE  
Crisco

ALEX  
COMFORT

THE  
LEMON  
FRESH  
DETERGENT  
OF  
SEX

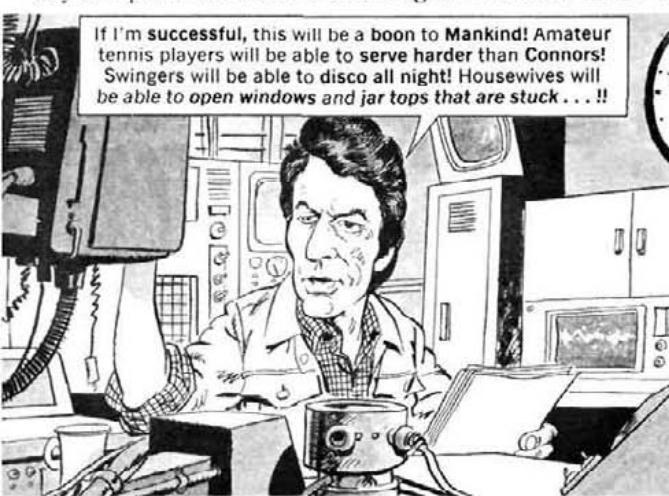
ALEX  
COMFORT

GREEN WITH ENNUI DEPT.

In case you've **never** seen this TV show before, pay **close attention** to the **opening narration**, or the show won't make any sense. Come to think of it, even if you **do** pay attention, it still won't make any sense!!

**Dr. David Bummer**, mild-mannered scientist, searching for a way to tap into the **reserve of strength** all humans have . . .

If I'm **successful**, this will be a boon to Mankind! Amateur tennis players will be able to serve harder than Connors! Swingers will be able to disco all night! Housewives will be able to open windows and jar tops that are stuck . . . !!



Then, a sudden accidental overdose of gamma radiation . . .



and suddenly a **strange metamorphosis** took place . . .

Well . . . not **THAT** strange! After all, I could've changed into **WONDER WOMAN**!!



And now, whenever mild-mannered David Bummer gets **angry** . . .

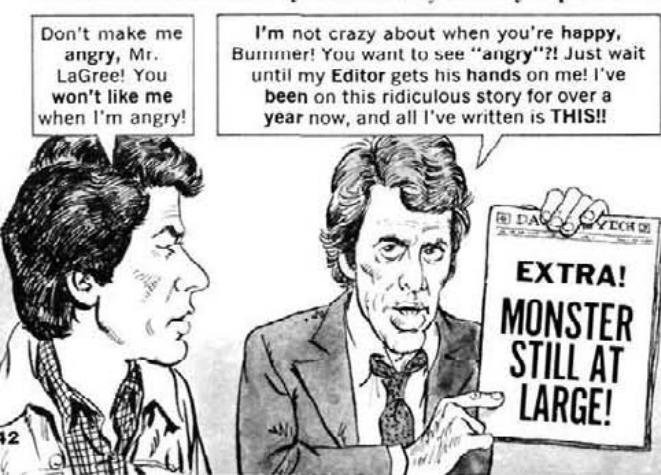
Wow! Talk about your temper tantrums . . . !!!



The creature is constantly hounded by a **nosey reporter** . . .

Don't make me angry, Mr. LaGree! You won't like me when I'm angry!

I'm not crazy about when you're happy, Bummer! You want to see "angry"?! Just wait until my Editor gets his hands on me! I've been on this ridiculous story for over a year now, and all I've written is THIS!!



The creature is wanted for a **murder** he **didn't commit**, and David is **believed dead** when he orders his **own funeral**. And he **must** let everybody **believe** he's dead until he learns to control the **rotten terrible temper** that dwells within him.

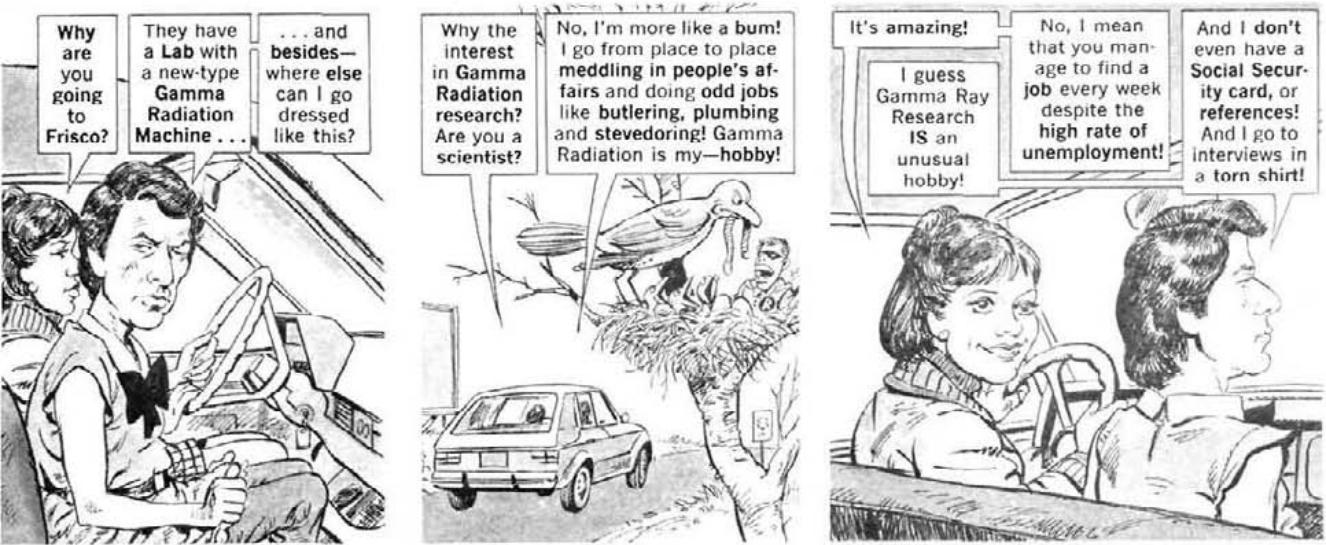
What a rip-off! \$5000 for a funeral, and there's no body!

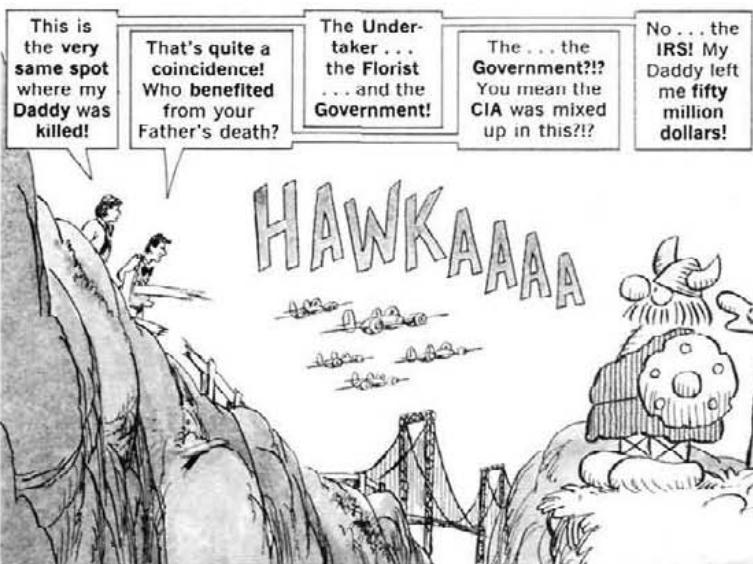


# ARRRRGHHHHHH!!



## THE INCREDIBLE BULK





And if anything happens to YOU ... who gets the money?

The Undertaker, the Florist, the Government ... and my Stepmother!

We can eliminate the Undertaker and the Florist! And the job was too professional to be pulled off by the Government! That leaves your Stepmother!

You're wrong! My Stepmother loves me! She gave me my car! It's the same model she gave Daddy!

I'm probably being silly ... but let's check the car out!

Well, David?! WAS it an accident? I... I'm not sure! This brake cable was CUT! Either someone deliberately tried to kill you, or it's a typical Detroit manufacturing defect!

WE SELL PARTS



That's strange!! The rope we used to climb down has disappeared!

Not as strange as a 200-foot hunk of rope just lying around in the first place!

How are we going to get out of here?

I've got an idea! Turn into that "Thing" —and HE'LL get us out!

Listen, I just can't have a metamorphosis any time I feel like it!!

Try, David!

I'm trying!! NNGHHRHH!!

Try harder, you creep!!

What are you doing?

Trying to make you ANGRY, stupid! You know, this show is almost as lousy as "THE MAGICIAN"!!

YOU ASKED FOR IT, LADY! ARGH!



# ARRGGGHHHHH!!!

With all the handsome Super Heroes in the world, how come I end up with an overgrown, inarticulate green clad in a torn dress???



You're ALIVE!! I mean— you're late!! I was worried!

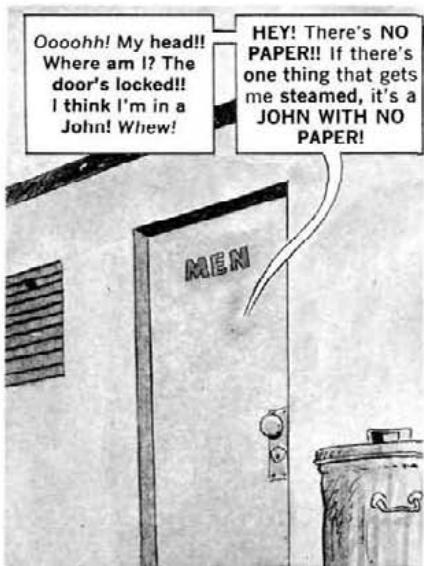
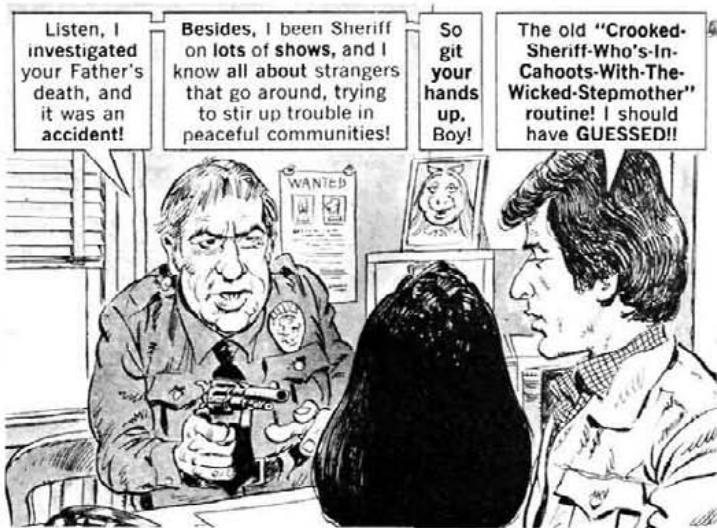
I was in a terrible accident! But David, here, saved my life!

DAVID?!! He looks more like his name should be "BRUCE"!!

As a matter of fact, my name IS "Bruce" in the Comic Book version! But the Producers felt it wasn't a masculine enough name for TV!

And Jenner wins the Decathlon!! BRUCE is the WORLD'S GREATEST ATHLETE!!



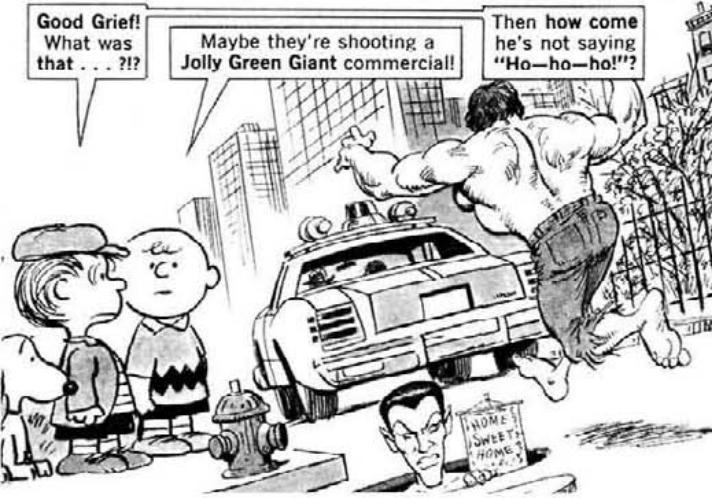


# AARRRRGGHHH!!

Good Grief!  
What was  
that . . . ??!

Maybe they're shooting a  
Jolly Green Giant commercial!

Then how come  
he's not saying  
"Ho-ho-ho"???



YARGH!

What's the code for an  
officer being attacked by  
a 7-foot GREEN MONSTER?

Try  
screaming  
"HELP"!!



I'd like  
to get  
the full...  
details  
on what  
happened!

Man, it was wild!  
There was this  
huge green crea-  
ture! He must've  
been seven and a  
half feet tall!

Seven and a half  
feet tall? I've  
got to find him!!

Why . . . ? Are you  
a Reporter, too?

No, I'm Sonny  
Werblin! I run  
the Knicks!  
This guy could  
be a GREEN  
BILL WALTON!!



Well, I've  
got to be  
movin' on  
. . . before  
that nosy  
Reporter  
sees me!

Why  
not  
stay  
here  
with  
me?

It wouldn't be fair  
to you! I might have  
a bad dream and turn  
into the creature . . .  
and there's no telling  
WHAT might happen!

Sounds like  
it might be  
**FUN!!** I—I  
mean, that  
creature's  
got a **GREAT  
BODY!!**



David, stay here with me! I've  
got plenty of money! You can  
get your own Gamma Radiation  
Machine and maybe find a cure!

Don't be an idiot!  
What makes you think  
I really want to  
FIND a cure . . . ???



My whole life, everybody used  
to pick on me because I was a  
**BRAIN**, and not a **JOCK**! If I  
saw a tough-looking guy, I  
used to cross the street . . . !

Now . . . if anybody bugs me, I just  
do my metamorphosis bit . . . and  
**PUNCH HIM OUT!!** It's the greatest  
thing that could ever happen to a  
**FORMER 97-POUND WEAKLING!!**

ARRGH!



**WHAT MAR-  
VELOUS NEW  
DEVELOPMENT  
SHOULD HAVE  
ARCHITECTS  
EVERWHERE  
REJOICING?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

The state of Architecture all over the world has been deteriorating in recent years. But the promise of the future looks much brighter now, thanks to a significant new scientific development. To find out what that wondrous new invention is, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



# ONE RAINY AFTERNOON IN THE BLACK FOREST

